JUNE 25, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

JUN 26 1945
DETROIT

TECHNOLOGY DEPT!

RED LETTER DAY IN RADIO

Watch for the opening of

W-L-E-E

IN THE CITY OF RICHMOND

IN THE STATE OF VIRGINIA

Tom Tinsley, President

BEST "TIME" GOES FIRST—WRITE!

Typical of WLS Dinnerbell Time is this picture: three pairs of newlyweds, visiting the program from Kenosha, Wisconsin; Goshen, Indiana; and Rio, Illinois. Newlyweds of Midwest America are daily visitors to Arthur C. Page (third from left) and his big Dinnerbells.

Dinnerbell Time has been prominent in all wa activities; here is a recent Monday broadcas from Chicago's Treasury Center. Left to right, Art Page; Gene Oxley, Cox'n, U.S. Coast Guard; Ken Carpenter, chief of radio war bond sales for the War Finance Committee. Dinnerbell Time was broadcast from Chicago's Treasury Center every Monday during the 7th War Loan.

TWENTY-ONE YEARS
of Dinnerbell Ringing

ANOTHER WLS OLD FRIEND TO MIDWEST AMERICA

TO Midwest Millions, 12 noon is not just dinner time — it's *Dinnerbell Time,* as well. For many, this WLS listening habit began 21 years ago, when Dinnerbell took the air, April 28, 1924.

An institution at State Fairs in Indiana, Michigan, Wisconsin, Illinois, Dinnerbell Time makes almost as many personal appearances as the WLS National Barn Dance. With Director Arthur C. Page, Dinnerbell had much to do with winning for WLS this year's $500 Gold Medal award of the National Board of Fire Underwriters for outstanding public service i fire prevention.

Volumes more could be said; space permits only this. WL Dinnerbell Time enters Midwest American homes as an *Ol Friend*. Dinnerbell, WLS National Barn Dance, Little Brow Church, WLS Feature Foods—they're *all* Old Friends to ou million-letter-a-year audience. To you, this means an adve tising medium with the long-established *confidence* of i whole audience; a confidence that brings active response t your message. WLS GETS RESULTS!

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

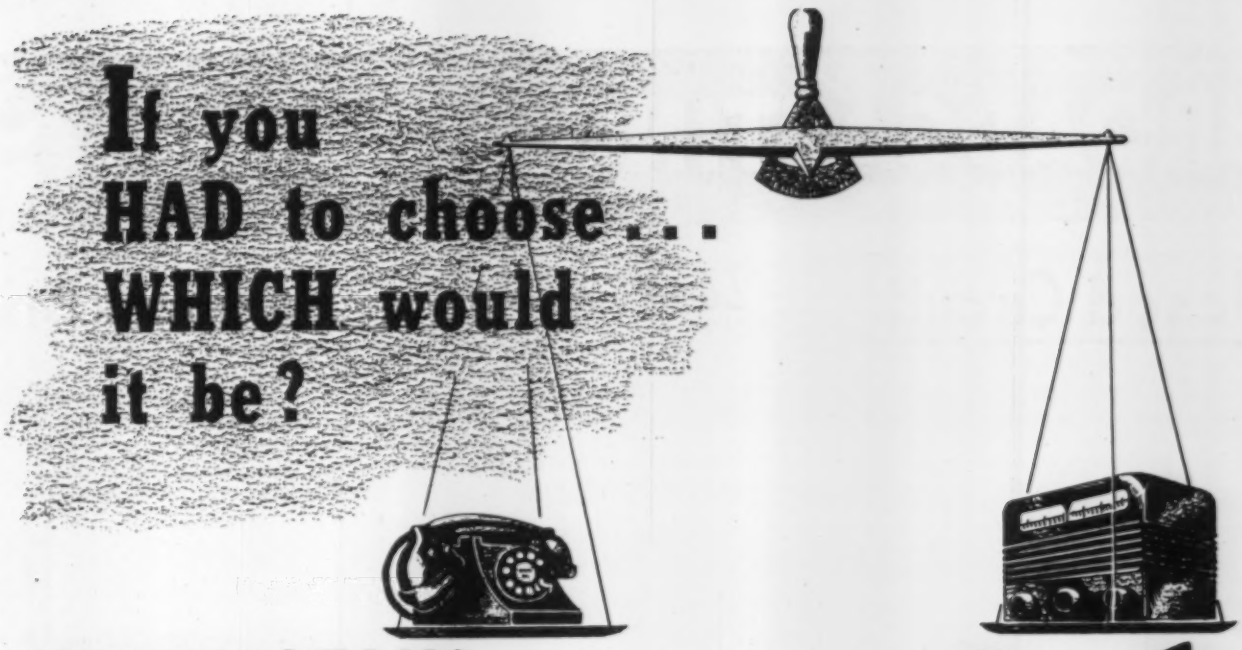
WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

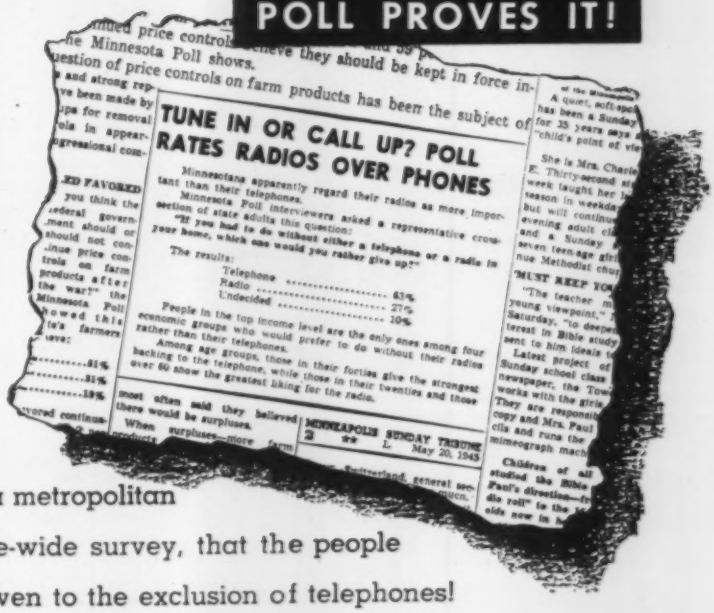
GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS



MINNESOTANS WOULD KEEP RADIO SETS 2 TO 1

THIS NEWSPAPER POLL PROVES IT!



TUNE IN OR CALL UP? POLL RATES RADIOS OVER PHONES

Minnesotans apparently regard their radios as more important than their telephones.

Minnesota Poll interviewers asked a representative cross-section of state adults this question:

"If you had to do without either a telephone or a radio in your home, which one would you rather give up?"

The results:

Telephone	63%
Radio	27%
Undecided	10%

People in the top income level are the only ones among four economic groups who would prefer to do without their radios rather than their telephones.

Among age groups, those in their forties give the strongest backing to the telephone, while those in their twenties and those over 60 show the greatest liking for the radio.

MINNEAPOLIS SUNDAY TRIBUNE
May 20, 1945

Minnesota Poll shows.
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should not con-
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products after
the war?" the
Minnesota Poll
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Children of all
studied the Bible
Paul's direction—f
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THIS NEWSPAPER POLL PROVES IT!

Through the years, the great national networks have brought all that is fine to the folks in Minnesota. They've become used to choosing between Lawrence Tibbett and Frank Sinatra; between the Boston Symphony and the National Barn Dance; between Town Meeting and American Forum. With care, the seven Twin City stations have built their programs too. And now a metropolitan newspaper brings proof, through a state-wide survey, that the people of Minnesota appreciate their radios!—even to the exclusion of telephones!

WTCN

AMERICAN BROADCASTING COMPANY

MINNEAPOLIS ★ SAINT PAUL ★ MINNESOTA

SERVING NEARLY 2,000,000 MINNESOTANS WHO DEMAND, DESERVE AND GET THE BEST IN RADIO!

FREE & PETERS NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DON'T EXPECT Aviation Corp., which is purchasing Crosley-WLW (see lead story this issue), to stop with its acquisition of Cincinnati station and WINS New York, contracted for sale to Crosley. Victor Emanuel, enterprising tycoon of multi-million dollar concern, may have other radio plans, even extending to network proportions. One of his close advisers, well-known in radio, is dapper ex-Mississippian George Allen, who also is a top White House adviser.

HERE'S THE politico-scuttlebutt on the Wills-for-Case swap on the FCC, for what it's worth: Democratic Chairman Bob Hannegan wanted an ex-Missouri Congressman named to the FCC post filled recently by Charles Denny, who had the unqualified support of FCC Chairman Paul Porter. Despite their known personal and professional friendship, Chairman Bob wanted to teach Chairman Paul and all and sundry a patronage lesson. Chairman Paul supported Gov. Case's reappointment. Besides, astute Chairman Bob figured perhaps he could show Republican disunity by getting a change, since Gov. Case had ranking Republican support, while Gov. Wills had only Sen. Austin from his state. So far it has worked, with Gov. Case the unhappy victim of power politics. But repercussions may come on Wills confirmation, though there is little doubt about ultimate confirmation.

WHEN FORMER Assistant President James F. Byrnes assumes the State Secretaryship (and it's no longer idle rumor), radio will contribute a top-flight broadcaster to international diplomacy. Walter J. Brown, manager and part owner of WSPA Spartanburg, for years has been Justice Byrnes' right-hand bower. Mr. Brown, a reformed ace Washington correspondent, will return to the Capital as top assistant to the new Cabinet member. He was at Justice Byrnes' elbow during his tenure as "Assistant President" under FDR, and had headquarters in the East Wing of the White House.

WONDER WHAT will happen to those elaborate radio studios and facilities in new Interior Dept. building when Honest Harold Ickes is turned to grass? Secretary Ickes always had a suppressed ambition to run a Government network and once was sold on a super-power chain owned by Uncle Sam, plan for which had germinated in old Office of Education. Studio layout, it was thought then, was designed for that ambitious but frustrated project. FDR wouldn't stand for it. But Hairbreadth Harry must have had hopes.

DON'T PUT your money on James Lawrence Fly, erstwhile FCC chairman, to win the NAB presidency handicap. He has had conversations with T. A. M. Craven, NAB presidential committee chairman, but Comdr. Craven is talking to lots of people these days.

WHEN MILTON S. EISENHOWER, kid brother of Gen. Ike, returns to Dept. of Agri-

(*Continued on page 78*)

Upcoming

June 26-28: National Retail Dry Goods Assn. Postwar Conference, Hotel Pennsylvania, New York.

June 26: Joint meeting boards of Canadian Assn. of Broadcasters and Bureau of Broadcast Measurement, Toronto.

June 27: Radio Industry Advisory Committee meeting with War Production Board, Washington, on reconversion and cutbacks.

June 27: NAB presidential selection committee, headed by T. A. M. Craven, meets in Washington.

Bulletins

NEVILLE MILLER, former president of the NAB, has joined Office of the Army-Navy Liquidation Commission as special assistant to the commissioner for surplus disposal activities of the armed forces in the Mediterranean theater, African-Middle East theater, Persian Gulf Command and India-Burma theater. He recently returned from a year as senior deputy chief, Balkan Mission, UNRRA with headquarters at Cairo.

GEORGE S. MAY Co., business engineering firm, Chicago, will sponsor the final rounds of play of the $60,000 All-American Golf Tournament at Chicago's Tam O' Shanter Country Club over the full NBC network, 5:30-6 p.m. (CWT), July 29. Bill Stern, NBC sports director, will be at mike. Agency is Jim Duffy Co., Chicago. Company is also trying to clear time on WMAQ Chicago for local broadcast July 28.

FCC HEARING in proposed transfer of WINS New York by Hearst Radio to Crosley Corp., originally set for June 27, was continued 30 days late Friday in view of pending sale of Crosley interests to Aviation Corp. (See page 15).

FCC MAY ANNOUNCE FM ALLOCATION THIS WEEK

FUTURE home of FM in spectrum likely will be announced this week by FCC. Oral argument opened Friday on three proposed alternatives.

Argument adjourned at noon Friday for funeral of Judge E. O. Sykes and was to continue Saturday. Since only three industry representatives had testified Friday, it appeared hearings might extend into this week.

After argument FCC will decide on one of three allocations for 44-108 mc band, then submit findings to Interdepartment Radio Advisory Committee for concurrence.

Emphasizing FM is foremost in its mind, Commission indicated it is still thinking of FM in the 84-102 mc band (third alternative). The first would place FM at 50-68 mc, the second at 68-86 mc.

With Commissioner Norman S. Case, who retires Saturday, presiding at Chairman Paul

(*Continued on page 78*)

Business Briefly

GROVE DISCS ● Grove Labs., St. Louis (Chill Tonic and B complex vitamins) started sponsorship June 18 of *Western Serenade* thrice-weekly on Keystone Broadcasting System. Program had been running as sustainer. Contract, 13 weeks, placed by Russel M. Seeds Co., Chicago.

SERUTAN-NUTREX SHIFT ● Jack Berch, "Cheerful Singin' Man", replaces Victor Lindlahr on eight transcribed programs sponsored by Serutan and Nutrex Cos., Jersey City, with Lindlah to go on a network for Serutan in the fall. Berch will be heard in summer on WGN WLW KRLD WJR WOR WPRO KXOK KHQ, in quarter-hour, five-weekly programs. If he goes over, the singer will be sponsored by Serutan-Nutrex on a network next fall, according to Grant Adv., New York.

TO USE 60 ● Raisin Bran, New York, will start announcement campaign July 2 for 13 weeks on about 60 stations. Agency, Benton & Bowles, New York.

DRUG TEST ● Supremacy Drugs, New York, starts test campaign June 25 for 13 weeks on a participation show four-weekly on WHAM Rochester. Agency, Grey Adv., New York.

BREWERY BREAKS ● Blackhawk Brewing Co., Davenport, Ia., July 2 starts sponsorship of seven chainbreaks weekly for 11 weeks on WHBF KXEL KDTH KBUR KBIZ KROS KFJB KVFD. Agency, H. W. Kastor & Sons, Chicago.

FARM ANNOUNCEMENTS ● Standard Oil of Indiana on July 30 will begin sponsorship of one-minute farm announcements on approximately 75 stations. Contracts for 13 weeks were placed by McCann-Erickson, Chicago.

AIRCRAFT INDUSTRY PONDERS MILLION DOLLAR RADIO SERIES

AIRCRAFT industry has named committee to study plan to spend $1,000,000 a year on joint network program for institutional advertising starting next fall. Agencies which have submitted programs to the committee are Dancer-Fitzgerald-Sample, N. Y.; Essig Co., Los Angeles; Grant Adv., N. Y.; Ruthrauff & Ryan, N. Y.; Mildred Fenton Co., N. Y. Three networks—CBS, American and NBC also submitted programs. Committee for aircraft industry—A. M. Rochlen, Douglas Aircraft Co., chairman; J. W. Sweetser, Curtis-Wright Corp., and William L. Wilson, Kellett Aircraft Corp.—will report to the industry next week.

BIG BOND SALE

RECORD Bond sale for admission to a broadcast was claimed when more than 500 New Yorkers bought $10,000 bonds as tickets to *Romance, Rhythm and Ripley* for a total of over 6 million dollars. Program is broadcast on CBS, sponsored by Bourgeois Inc. and placed by Foote, Cone & Belding.

in War!

Not a FIRST, exactly, but a novel application of a well-known broadcasting technique to a new set of conditions, Bill Sawyer's "Music at Midnight" answers the entertainment needs of thousands of swing-shift war workers in the Portland area. Bill gabs between records, baritones occasionally when a chorus fits his voice, keeps after-midnighters titillated . . . a minor, but constructive contribution to the war effort.

in Peace!

Ben Ennis and his Oregon Trailblazers, the FIRST organized old-timers orchestra heard regularly over a Portland station, hit the air back in the early '30's. "Hit" is the word, because Ben and his boys took the town by storm. Music is fundamental in broadcasting and KGW has ALWAYS led in presenting good music of ALL kinds.

in Audience Influence...

In the long run, popularity of a radio station is established and maintained by a lot of little things—not by an occasional "colossal". For twenty-three years KGW has constantly "been in there pitching!" This succession of "firsts" keeps KGW FIRST in the Pacific Northwest radio picture!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

WILDROOT COMPANY

One 30-minute Class "A" program weekly of KOIL produced "Krime Klan" . . . Now in **Second** year. (Also on KFOR, Lincoln, Nebraska)

B. B. D. & O., Buffalo, N. Y.

GLENN L. MARTIN NEBRASKA CO.

One 30-minute Class "A" program weekly of KOIL produced "INSIDE STORY OF B-29".

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1240 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey, Adele Porter.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

Dorothy Young, Herbert Hadley

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Williams, Dorothy Macarow.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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James Montagnes, *Manager.*

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

*It's A Fact!**

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

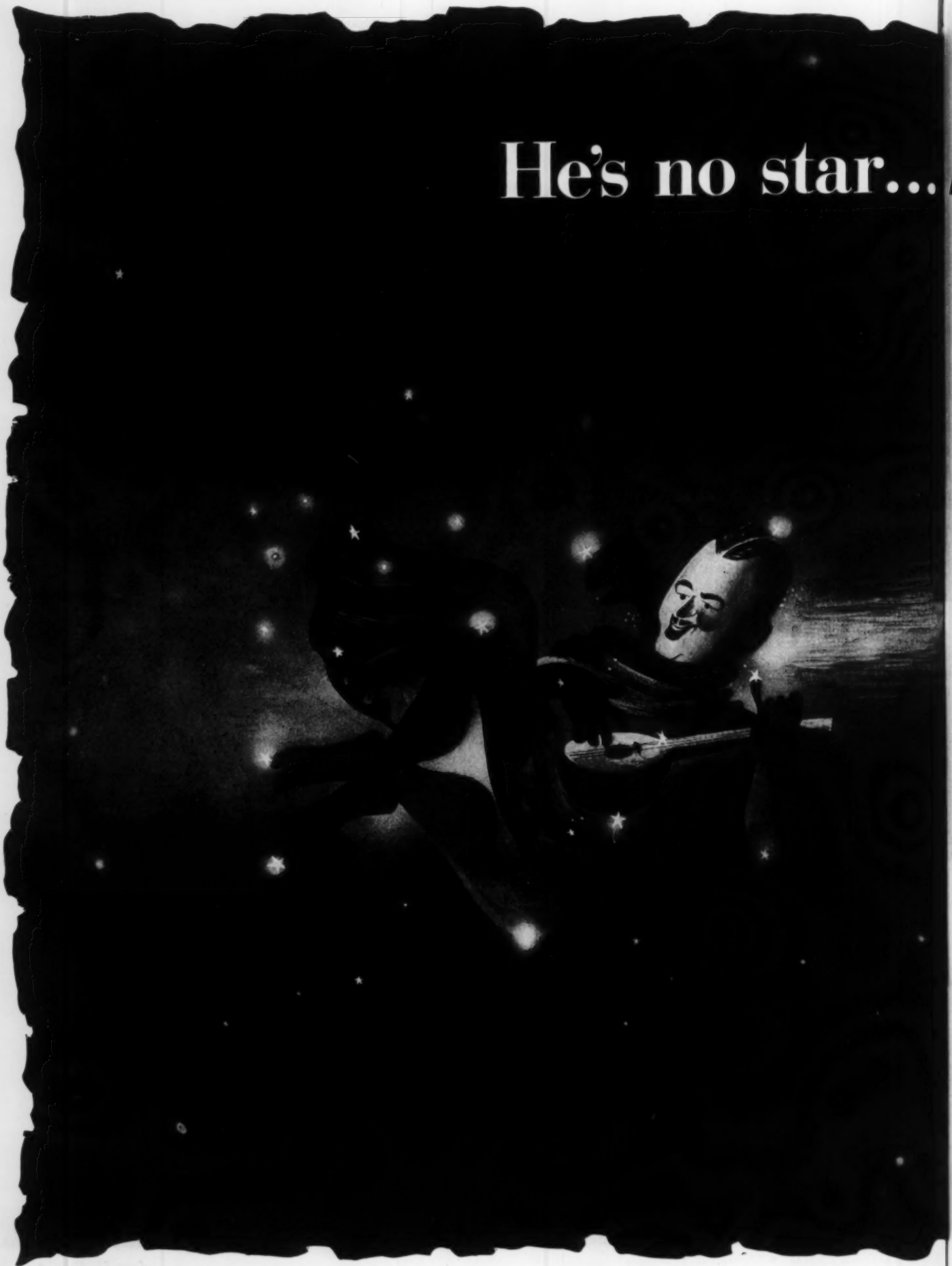
WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

He's no star... *h*



..he's a constellation!

He acts...he sings...he writes...he sells!

That's why Phil Cook has maintained his enviable fixed position up there in the entertainment firmament for 20 years.

When Phil made his radio debut in 1925, he was a unique personality. From the very outset of his career, "The Man of a Thousand Voices" cast his programs with vivid, folksy characters. They became popular overnight—they've remained popular ever since. Phil's inexhaustible repertoire of topical songs, his down-to-earth humor, and his all-round showmanship, have sprouted plenty of imitators, but no equal, no superior.

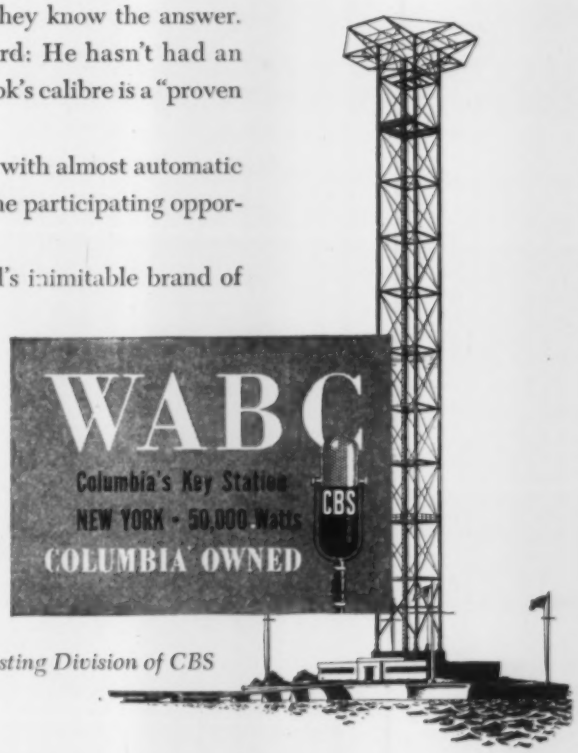
He is—and always has been—the *best* one-man show in town!

Ask anyone from 6 to 60*: "Who is 'The Man of a Thousand Voices'?" They know the answer: "Phil Cook".

Ask advertisers if Cook can sell goods; they know the answer. Or, save time and just glance at his record: He hasn't had an unsponsored year since 1925! An artist of Cook's calibre is a "proven product" for listeners *and* sponsors.

If you're interested in an advertising buy with almost automatic results, call us or Radio Sales for details on the participating opportunity now available on Phil's show.

And if you're interested in sampling Phil's inimitable brand of entertainment, dial WABC any weekday morning from 8:15 to 8:30. There's one day at least you'll start off with a smile!



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

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* *Figure of speech. We do not discriminate against infants and octogenarians. WABC loves everybody!*

700 consecutive 15-minute shows on WWDC

Up until two years ago, Kent Jewelers had never used radio.

We took them an idea. It was labeled "Romantic Rendezvous," a simple little 15-minute, nightly program with an inquiry hook.

Two years have gone by. And the Kent show is still on the WWDC air.

Here's another proof that as WWDC produces sales for retailers in Washington, D.C. . . . it can produce for you.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

Feature of the Week

By BILL HILLMAN

(MBS Washington Commentator, Selected to Represent All Networks on Pool basis covering Truman trip.)

AMERICAN radio owes a debt to Charlie Ross, President Truman's Press Secretary. The first few days of the President's first trip from Washington have revealed not only the White House's recognition of the indispensable role of radio in the modern news setup but has convinced me that greater and even more important facilities will eventually be made available to radio for the essential news coverage of the President.

Working for the present under recognizable limitations Charlie Ross will, I am sure, move to widen the participation of the radio networks in all news arrangements concerning the President's activities or movements.

As representative of the networks on this historic trip to the Pacific Coast I found all facilities, and all conferences, on or off the record, open to me on equal terms with the press representatives.

Not only was there no distinction made between radio and the press in contacts with the President or with Charlie Ross but no arrangements were made for news coverage which weren't discussed or worked out—when consultation was necessary with the news men—with full and simultaneous participation of radio as well as press.

The White House goes to extraordinary lengths to cooperate with newsmen to keep the public informed about the President. When he travels, no detail of transportation or hotel accommodations is too small for the secret service to handle to help reporters in the President's party. I'm surprised that the press—so prolific in reporting its activities and achievements—has written little about the re-reporters assigned to travel with the President.

Certainly, to this veteran correspondent, this trip with President Truman as representative of American radio, is an unforgettable event.

Sellers of Sales

LITTLE if any grass was growing under feet of Henry (Hank) Allen between the time he "walked out" of the U. of Minnesota and when he joined BBDO Los Angeles to become agency radio director and time buyer.

Born in Minneapolis on Jan. 2, 1918, Hank was educated in that city's schools. He became impatient with his university journalism major, however, and cast a speculative eye on the theater. Trading California climate for Minnesota, he put in an intensive three years at Pasadena (Cal.) Playhouse. Graduation in spring of 1940 found him experienced in set-building, stage managing, costuming, acting and directing. Returning to Minnesota, he worked as announcer on WMIN St. Paul, KYSM Mankota, and WLOL Minneapolis for the next two and a half years. At the outbreak of war, Hank offered his services as a civilian ground school instructor—he had been a barnstorming pilot at 17—and was assigned to the Army Air Corps at Denton, Texas. Hank also sidelined as newscaster at KDNT Denton. In spring of 1943—one year later—he again hied back to the home stamping grounds joining KSTP St. Paul for assorted chores which included announcing and production as well as handling his own telephone quiz program. This he supplemented with Civil Air Patrol activities, becoming wing staff captain. It was on June 30, 1944 that he joined BBDO Los Angeles as copy writer and late in that same year was appointed radio director and time buyer.

HANK

In that post Hank currently buys time for such accounts as Lyon Van & Storage Co., West Coast moving and storage firm; Western Auto Supply Co., and Golden State Co. in the local and Southern California area. He also supervises Dubonnet Wine radio account in San Francisco and Los Angeles. Most recently he was appointed agency executive on the Blue Pacific Network and KECA Los Angeles accounts.

His extra-curricular activities, past and present read like an Orson Welles production. They include training horses, flying as a barnstorming pilot, power boating and golf. At present a bachelor living in a Hollywood apartment, Hank is to be married to a girl from Georgia on Oct. 29, 1945. She is Lieut. (j.g.) Leila G. Leverette, officer in charge of Coast Guard women for the 9th Naval District.

SELL PROFITABLY WITH

WDEL

Wilmington Delaware

coverage!

in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

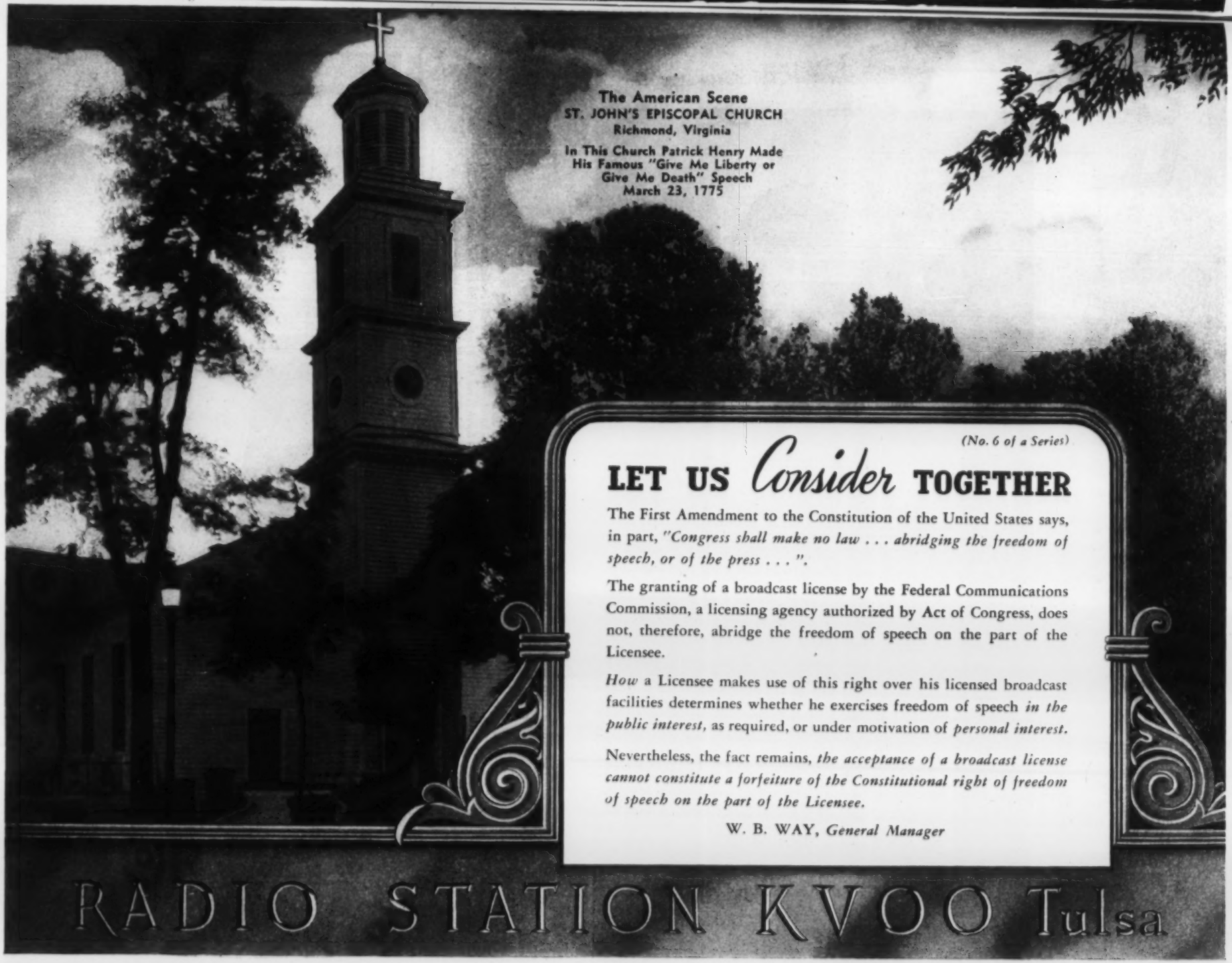
listener loyalty

—this station carries all the popular NBC programs—builds interest with effective local programming.

NBC BASIC STATION

Represented by

RAYMER



The American Scene
ST. JOHN'S EPISCOPAL CHURCH
Richmond, Virginia

In This Church Patrick Henry Made His Famous "Give Me Liberty or Give Me Death" Speech March 23, 1775

(No. 6 of a Series)

LET US *Consider* TOGETHER

The First Amendment to the Constitution of the United States says, in part, *"Congress shall make no law . . . abridging the freedom of speech, or of the press . . . ".*

The granting of a broadcast license by the Federal Communications Commission, a licensing agency authorized by Act of Congress, does not, therefore, abridge the freedom of speech on the part of the Licensee.

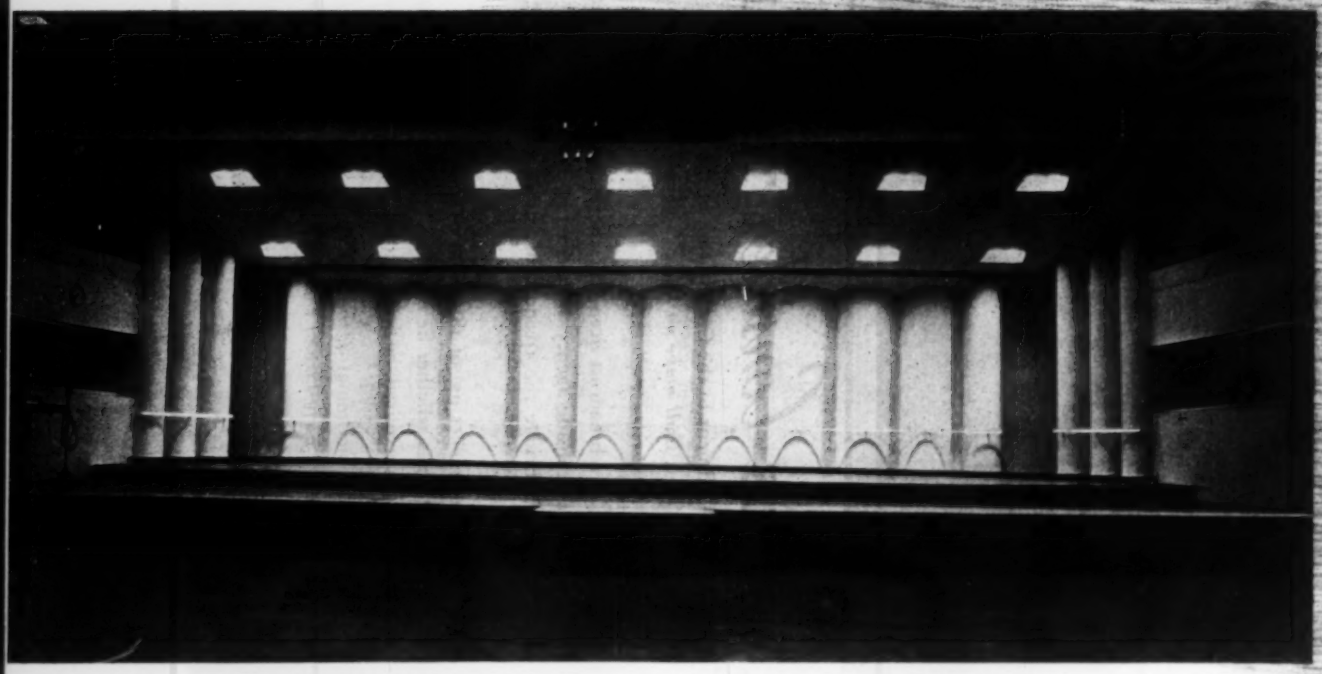
How a Licensee makes use of this right over his licensed broadcast facilities determines whether he exercises freedom of speech *in the public interest,* as required, or under motivation of *personal interest.*

Nevertheless, the fact remains, *the acceptance of a broadcast license cannot constitute a forfeiture of the Constitutional right of freedom of speech on the part of the Licensee.*

W. B. WAY, *General Manager*

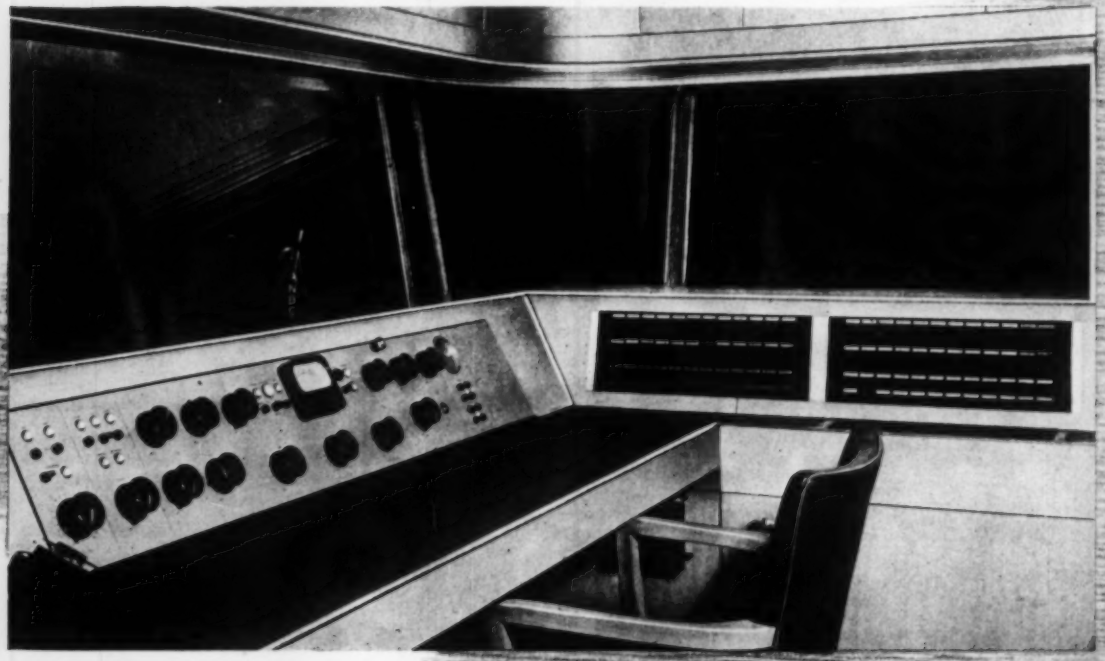
RADIO STATION KVOO Tulsa

FM Station WEAF-FM



Above: *Stage of NBC's studio 8-H. This is one of several studios provided with polycylindrical sound diffusers in order to obtain improved high-frequency response. All of these studios use RCA 44-BX Microphones (on stage), and RCA 77-B Microphones (suspended from ceiling).*

Below: *Control booth of NBC's studio 6-A — another Radio City studio in which many WEAF-FM programs originate. The equipment in this booth is an RCA custom-built control console. Similar RCA consoles are used in all NBC studios, whether for AM or FM.*



uses RCA Equipment from Microphone to Antenna

WEAF-FM, the New York FM station of the National Broadcasting Company, uses RCA equipment "from microphone to antenna." WEAF-FM programs originate in the network's Radio City studios, where RCA 44-BX and 77-B Microphones are used exclusively. They pass through studio control booths equipped with RCA custom-built control consoles, through the big network control panel in the master control room, and through the equipment room with its rows of rack-mounted RCA amplifiers. From the studios, WEAF-FM programs are fed by special high-quality telephone lines to the transmitter room at the Empire State Building. Here, not only the transmitter, but also the audio amplifiers, and the monitoring and test equipment, as well, are standard RCA units. The antenna (highest point in New York) is a specially designed system consisting of four dipoles arranged in a circle. This antenna was developed by RCA engineers in 1939. After the war, it will be replaced by a new multiple-layer type.

That the equipment of WEAF-FM should be all-RCA is, of course, not surprising — for the National Broadcasting Company uses RCA-built equipment in all of its many broadcasting activities — AM, FM, and television. NBC engineers work with RCA engineers in the development of much of this equipment — field-test the models — and otherwise make available their unequaled operating experience. As a result, RCA broadcasting equipment is always up to date; incorporates the features operating engineers want; and, most important of all, is always "top quality."

Operators of both AM and FM stations — and station applicants — can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan, write Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

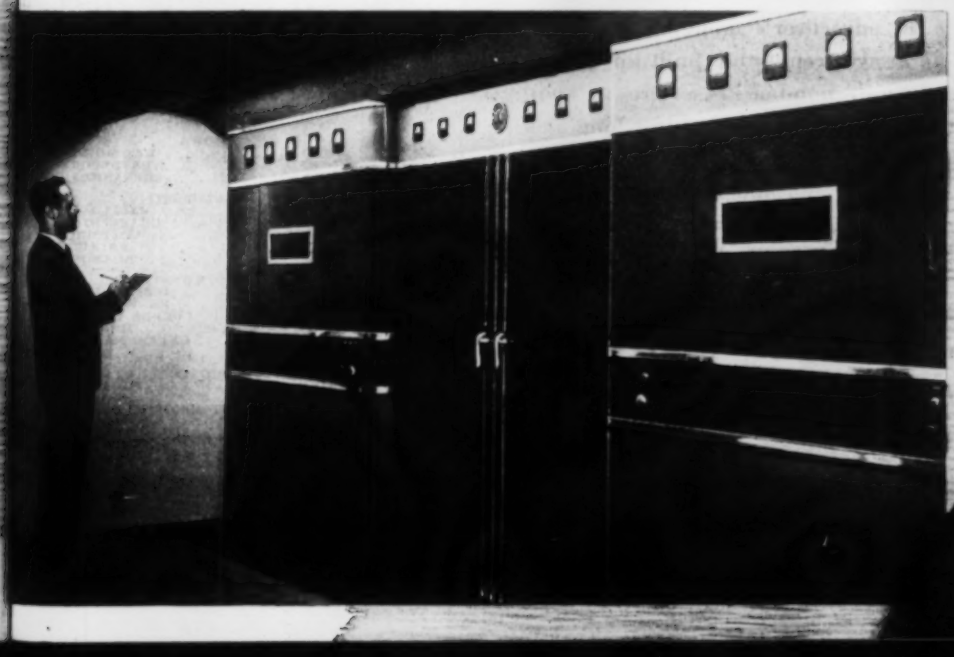
BUY WAR BONDS

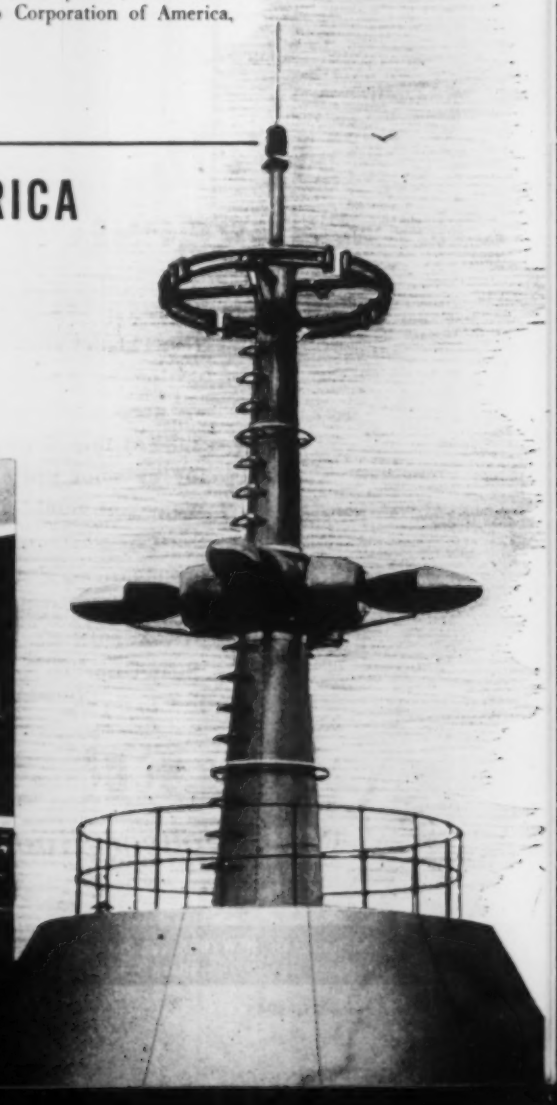
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Below: *The RCA FM-10-A Transmitter of WEAF-FM. NBC was the first network to start FM broadcasting in New York City. The installation shown here is in the Empire State Building. Presently operating at reduced power, it will operate on full power as soon as wartime restrictions are lifted.*





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● There speaks a veteran Free & Peters customer! Yes, Thistlewaite—*pal*—when the subject is spot broadcasting we either know what we're talking about or we keep our traps shut until we can get some *facts*. None of this "I guess so" or "Let's take a chance on it" for us—not while an advertiser's money is at stake. We're not gambling away a reputation built up during thirteen years of honest, non-biased service to spot broadcasters. Fact is, we'd have been finished long ago (or at least *half*-finished!) if we hadn't had the interest of our customers at heart . . . and the ability to say "better not" even when it causes us temporary financial loss to do so.

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KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
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BROADCASTING and BROADCAST ADVERTISING

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FCC Asked to Approve Crosley-W LW Sale

Transaction Sets New Record For Industry

By SOL TAISHOFF

RADIO'S BIGGEST transaction—sale of control of the $22,000,000 Crosley Corp., which owns WLW Cincinnati, to Aviation Corp. of New York—awaits the approval of the FCC with the filing of formal transfer applications last week. The sales contract carries a deadline of July 16.

Consummation of the contract, whereby Powel Crosley Jr. and his family would sell 64% of the Crosley Corp. stock for $39 per share, or an aggregate of roughly $13,625,000, was announced last Tuesday. Transfer applications were filed with the FCC the following day. First word of the negotiations which resulted in the transaction was published in BROADCASTING June 11, followed on June 18 with detailed summary which now has been confirmed.

Other Radio Suggestions:
CBS Buys KQW San Francisco (Page 16).
Don Lee Buys Pacific Northwest Network (Page 71).

Cash Sale

Transaction for acquiring the stock of Mr. Crosley and his family is on a cash basis, with a similar offer made to minority stockholders, which would bring the total commitment up to $22,000,000. Excluded from the sale was the Crosley Automobile Division, which represented less than 3% of the company's assets, or approximately a quarter-million dollars. Mr. Crosley had announced his intention of forming a new company to manufacture Crosley midget cars and to offer stockholders of the Crosley Corp. an opportunity to procure a pro rata interest in the automotive concern. Other Crosley activities in fields removed from radio broadcasting or radio receiving set, refrigerator and household appliance manufacturing likewise were excluded from the sales commitment.

No Segregation

While there was no segregation either in the applications filed with the FCC or in the sales contract of the evaluation placed upon WLW or WINS New York, the latter of which Crosley Corp. has contracted to buy for $1,700,000, plus $400,000 in station time, it nevertheless was thought that the sale is the largest in radio annals. FCC approval must be forthcoming by July 16 to effectuate the transfer. Since the transaction involves stock of the Crosley Corp. as a whole, which will be maintained as a separate operation, it was felt FCC approval would be forthcoming, barring unforeseeable complications.

The prerequisites of legal, technical and financial qualification of Avco as the new controlling licensee appear to qualify that company for station ownership, all other things being equal. Moreover, the fact that Avco, through its far-flung subsidiaries, has devoted its entire capacity to the war effort, with more than $1,200,000,000 in business last year, would augur for virtually automatic sanction under existing regulations and standards, it was thought. Avco, among other holdings, owns 59.3% of New York Shipbuilding, nearly 30% of Consolidated Vultee, about 25% of American Airlines, and more than 9% of Pan American Airways [BROADCASTING, June 18].

The previous record radio transaction to come before the FCC involved the sale of more than two years ago of the Blue Network Co. (now American Broadcasting Co.) by RCA-NBC to Edward J. Noble for $8,000,000 cash. WLW, preeminent independently owned station in the country from the standpoint of dollar volume (it did about $4,200,000 last year), reasonably could be appraised at $8,000,000, according to expert opinion. With a figure of $2,100,000 as the contracted price for Crosley acquisition of WINS, the figure for the licensed broadcasting properties would probably eclipse $10,000,000, it was thought. Also transferred, of course, is WLWO, Crosley international broadcast outlet and subsidiary station licenses, as well as FM and television construction permits and applications in process for the Crosley organization.

Shouse Continues

Announcement of the deal was made simultaneously last Tuesday by Mr. Crosley and by Victor Emanuel, chairman, and Irving B. Babcock, president of Avco. The contract was signed Monday evening in Cincinnati, the date on which the option for purchase would have expired. Present Crosley broadcasting and manufacturing organization will be continued. James D. Shouse, vice-president of Crosley in charge of broadcasting, continues in that capacity and also remains a member of the new board of directors. R. C. Cosgrove, vice-president and manager of manufacturing, likewise retains his status as an officer and board member. Mr. Crosley relinquishes his post as president and treasurer, but remains as a director of Crosley and presumably will become a director of Avco. Lewis Crosley, brother of Powel, is retained as a vice-president of Crosley Corp. but will not sit on the board.

Also Retained

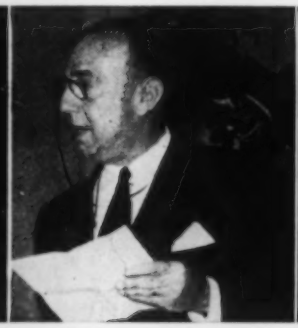
Also retained as officers of the Crosley Corp. are Robert E. Dunville, vice-president and general sales manager of the broadcasting division; Louis M. Clement, vice-president in charge of research and development, and Frank A. Shotters, vice-president in charge of manufacturing, working under Vice-President and General Manager Cosgrove.

Mr. Emanuel, dynamic force behind the development of Avco, the giant aviation and home appliance firm, will be a director of Crosley, according to the FCC application. President and directing head will be Mr. Babcock, former Detroit automotive official. William F.

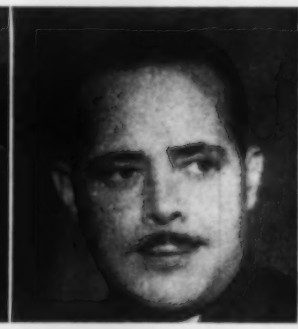
(Continued on page 74)

Irving Brown Babcock, 53, president, Aviation Corp.; chairman board, Consolidated Vultee Aircraft; member, WPB; home, Bloomfield Hills, Mich.

Victor Emanuel, 47, chairman of the board, Aviation Corp.; industrialist, corporation executive, member N. Y. Stock Exchange; home, New York City.



Powel Crosley Jr., 58, president, Crosley Corp.; organized Automobile Accessories Corp.; Crosley Radio Corp., 1921; director TWA; home, Cincinnati.



James D. Shouse, 41, vice-president, Crosley Corp. for broadcasting; former general manager, KMOX St. Louis; director, NAB; home, Cincinnati.

Raymond S. Pruitt, 57, vice-president, secretary, general counsel, Aviation Corp.; secretary, director, American Shipbuilding Corp.; home, Chicago.

CBS Paying Bruntons $950,000 for KQW

Necessary Transfer Application Forms Will be Filed Within the Week

AGREEMENT was reached last week for sale of KQW San Francisco by the Brunton brothers to CBS for $950,000 cash. Application seeking FCC approval will be filed in Washington this week.

Following completion of the negotiations, which resulted from the desire of the three Brunton brothers to dispose of the station, the FCC was apprised of the transaction by Herbert V. Akerberg, CBS vice-president in charge of station relations, and was told that necessary transfer forms would be filed this week.

It is understood that the Brunton brothers want to retire from the broadcasting field in two instances for health reasons. Ralph R., Sherwood and Mott Q. are actively identified with the business, with C. L. McCarthy the vice-president and general manager. Mr. McCarthy owns 9% of the station, with the balance held in equal one-third shares by the Bruntons.

KQW, operating on 740 kc with 5,000 w, is an applicant for 50,000 w on the frequency. KSFO San Francisco, former CBS affiliate, also is an applicant for the facility with 50,000 w, but both applications last January were denied without prejudice to their reconsideration when wartime freezes are lifted.

CBS wants its own key station in San Francisco, because of the competitive situation, according to information given the FCC. NBC owns and operates KPO, 50,000 w outlet, while American owns KGO, duplicate clear in that city. Mutual, through its contractual arrangement with Don Lee, uses KFRC as its San Francisco key.

Acquisition of KQW by CBS would retain at eight the number of owned and operated stations of the network. That anticipates FCC approval of the sale by CBS to the Jefferson Standard Life Insurance Co. of WBT Charlotte for $1,505,000, which transaction now is pending before the Comission. This sale was virtually directed by the FCC because of the Charlotte competitive situation and the dominance of WBT in that market.

Moreover, CBS maintains a sizeable commercial and news staff in San Francisco because of its importance as a West Coast business center. Studios occupied by KQW are owned by CBS. In switching to KQW affiliation several years ago, CBS had proposed to acquire 38% of the station, with the Bruntons holding control and actually handling operation. The FCC, however, frowned upon such an arrangement and it was dropped. Since then KQW has leased the CBS studios, built at a cost of approximately $135,000 in 1938.

KQW, as a local outlet in San Jose, was purchased from Fred J. Hart 10 years ago. The Bruntons last year sold KJBS San Francisco, limited time regional, for $200,000, plus $50,000 in adjusted payments, to a syndicate including William B. Dolph, executive vice-president of WMT Waterloo; Herbert L. Pettey, director of WHN New York; former Sen. Worth Clark, of Idaho, and others.

CBS, aside from WBT, now owns and operates WABC New York, WCCO Minneapolis, WBBM Chicago, KMOX St. Louis, WEEI Boston, KNX Hollywood and WTOP Washington. Applications for both FM and television stations are pending in practically all of these markets, as well as in San Francisco.

Radio Pays Mighty Tribute to Eisenhower

By J. FRANK BEATTY

RADIO paid tribute to a great American last week when Gen. Ike Eisenhower returned to receive the acclaim of the nation.

And Gen. Eisenhower, in turn, pointed to commercial broadcasting as a symbol of America and freedom.

The Supreme Commander was honored in a series of celebrations that ranged from Washington, New York and West Point to Kansas City and Abilene, Kan.

Accompanying him as far as West Point was his naval aide, Capt. Harry C. Butcher, former CBS Washington vice-president. Through the fast-moving schedule prepared for the official party Capt. Butcher kept in the background. Through the entire campaign and the pre-invasion planning, he has been constantly at the side of Gen. Eisenhower. "This is Ike's party," he said as efforts were made to bring him into the limelight.

Washington Reception

Washington's reception to the returning heroes was simple but enthusiastic. The New York and Kansas City celebrations, however, were the wildest that veteran announcers could recall.

From the arrival at Washington shortly after 11 Monday morning to the departure for New York Tuesday morning, networks kept the nation and the world informed.

Gen. Eisenhower paid his tribute to the American system of broadcasting at a civic luncheon tendered him at the Statler Hotel. Speaking on behalf of himself and American soldiers, he summed up his emotions in these words:

"For a long time these soldiers of mine, and I have been over in France, where we don't understand the language, and in Germany, where not only we don't understand the language, but where faces are sullen and eyes hostile. Getting home, then, means seeing friendly faces and welcome, it means hearing language that rings sweetly in our ears, it means commercials on the radio. All in all, it means America."

Capt. Butcher, riding in No. 2 car in the brief Washington parade, had his eyes turned toward the Earle Bldg. as the motorcade moved down Pennsylvania Ave., and found his old office bedecked with flags with the CBS-WTOP staff waving from the windows. After Gen. Eisenhower was presented with keys to the city by Commissioner John Russell Young, the Commissioner shouted, "Where's Butcher?" All Washington officialdom within hailing distance joined in the greeting.

At the airport, after greeting Mrs. Butcher and daughter Beverly, Capt. Butcher found himself facing Bob Trout's roving mike. Introduced by Bob as "the man the Italian fleet surrendered to", he said he had been listening to him on a radio in the plane and "got a big kick out of it".

Drawn for BROADCASTING by Sid Hix

"Hi, Mike. I'm Ike!"

Gen. Eisenhower had at his side during the Monday afternoon news conference Capt. Butcher, Maj. Gen. Alexander D. Surles, chief, Bureau of Public Relations, who has been ill, and Col. Luther L. Hill, acting bureau chief. Referring to the effect of radio propaganda, Gen. Eisenhower said the Germans were led to believe the European attack would come in the heavily fortified Calais area. He told of the ingenuity used by the underground and prisoners in making up receiving sets from miscellaneous parts and bits of metal.

Asked about his decorations, Gen. Eisenhower went through the list, then added: "Capt. Butcher reminds me there are certain privileges that go with Russian decorations, such as free train and subway rides and the right to commandeer taxis."

The general drew a laugh from the Washington news corps when he was asked if he had been worried during the December battle of the bulge. "Not until I read the American newspapers three weeks later," he said.

New York Events

In New York—while the city set itself a record in celebrations—networks and local stations tossed out regular schedules to give full coverage to the events.

Tuesday morning at 10 a.m., when the General's plane came in sight over LaGuardia Field, CBS, NBC and American started their day-long, running stories. WNYC, New York's municipal station, covered the entire June 19 schedule,

(*Continued on page 71*)

800 Educational Stations Envisioned

Surplus War Property To Be Used For Construction

A POSTWAR PATTERN of 800 educational stations throughout the United States is envisioned by John W. Studebaker, U. S. Commissioner of Education, as a result of a meeting held at the FCC under the co-sponsorship of educators, the Commission and the Surplus Property Board.

At the three day meeting, June 18-20, it was decided to utilize Government surplus radio and electronic equipment to build the stations. It was agreed that the Surplus Property Board, under its authority to make material available to non-commercial ventures at low cost, would earmark such radio and electronic equipment as it held in surplus on a "first offer" basis to educational institutions. The costs would be considerably lower than the material would be priced to commercial broadcasters, it was learned.

Laboratory Study

The meeting was called by Dr. Studebaker, at the request of SPB, according to a release by the Board dated June 21. Its chairman was Dr. R. R. Lowdermilk of the U. S. Office of Education. The meeting also considered the use of surplus radio and electronic equipment for laboratory study.

Robert Battle, consultant, was made available to SPB by the Philco International Corp. for the parley. He is to advise on methods of rehabilitating and modifying equipment for broadcast use.

The announcement by the SPB stated that an "integrated educational network in each state is the eventual aim".

Dr. Studebaker will appoint a committee soon to explore the potential and existing surplus market in radio and electronic equipment. He said the discussion during the meeting, in which Commissioner Clifford J. Durr, Chief Engineer George P. Adair and Attorney Edward Brecher of the FCC participated, centered around disposal of surpluses, its distribution to educational institutions and the allocation of wavelengths by the FCC. Overall planning for the undertaking will be coordinated through the Office of Education, and Federal Security Agency under SPB.

A non-commercial educational station, according to FCC regulations, is a nonprofit undertaking and cannot broadcast sponsored programs or paid announcements. Mr. Brecher said about 30 stations now are affiliated to, owned or operated by educational institutions. Of these, about eight are commercial, and operate under the same license granted other standard commercial stations. There are six FM educational stations operating, six under construction.

Educational FM will be allocated 20 channels adjacent to the commercial FM band when the FCC decides on the place of FM and television in the spectrum.

Power of the proposed stations, according to Dr. Studebaker, probably will be 250 to 750 w. He said the educators had no desire to compete with commercial broadcasting outlets. He believes that such a system would relieve standard broadcasters of the burden of carrying many educational programs having limited audience appeal. Although the station alignment is not projected as either AM or FM, Dr. Studebaker believes outlets for educational institutions will be, for the most part, FM.

Dr. Lowdermilk, who is a technical specialist in radio education, has prepared a 14-page list of radio items necessary to the enterprise. A roster of engineers to serve as advisers has been proposed.

Items sought include transmitters, receivers, turntables, phonographs, amplifiers and wire and film recorders. Doubtful item in the surplus reserve, it was said, is transmitters. Some components are available in quantities, but suitable assemblies apparently are not, the Office of Education finds.

Dr. Studebaker said the Office of Education would act in an advisory capacity to state educational radio systems and would not attempt any programming itself. It was noted at the Washington meeting that 18 states now are planning State-coordinated radio educational setups. Eleven have serious intentions along this line. Four individual stations with statewide coverage are interested in the surplus property project.

Among those at the Washington conference were: Glenn Keehler, U. of Wisconsin; Carl Menzer, U. of Iowa and E. W. Ziebarth, U. of Minnesota, representing university-owned stations. Prof. Paul R. Haeseler, Newark, N. J., for public schools; Clyde L. Farrar, Oklahoma A. & M. for State education departments; Prof. H. C. Dillingham, Texas A. & M.; Prof W. O. Leffell, U. of Tennessee; Prof. F. T Hall, Penn State; Prof. L. R. Quarles, U. of Virginia; Prof. William H. Radford, Mass. Institute of Technology; Prof. True McLean, Cornell.

Among speakers were Commissioner Studebaker, Commissioner Durr, Hans Klagsbrunn, executive director, Office of Surplus Property, RFC; Dr. H. F. Alves, chief of school administration, Office of Education; Dr. Kenneth Howard, acting director of priorities, SPB.

OPA Denies Making Program Of Standard Brands Subversive

AMIDST assertions by OPA officials that the case is a "witch hunt" and a political maneuver timed to coincide with House action on price control extension, the House Committee on Un-American Activities last Wednesday and Thursday held a hearing on charges against an OPA script writer of injecting Communist propaganda into the weekly program, *Soldiers With Coupons*.

The writer, Tex Weiner, radio director of the OPA New York regional office, was defended by Price Administrator Chester Bowles who said he had "complete confidence" in the judgment of Daniel P. Woolley, regional director over Mr. Weiner, and did not think he would keep a "subversive" person.

On Wednesday the committee, an offspring of the old Dies group, first tried to prove the programs were defaming the Irish, then tried to see "Communist Line" in alleging the scripts questioned the honesty of American businessmen, OPA officials said. On Thursday Communism was seen in Mr. Weiner's use of "fascist" instead of the un-American committee preferred "inflationary". Subversive "pauses and inflections" also were charged.

Mr. Weiner, it was stated, refused to change the wording at the request of an OPA official clearing the script. Mr. Woolley declared he didn't see any reason for firing a man on such grounds particularly since it was the first time he had made such a refusal.

Soldiers With Coupons is paid for by Standard Brands as a public service, D. B. Stetler, advertising director of the firm, said. OPA prepares scripts.

The committee, however, on Wednesday was trying to establish a connection between OPA and Standard Brands, OPA officials revealed, on the basis that Mr. Weiner's wife works for Standard Brands, Mr. Woolley was a former v-p of the firm and Mr. Bowles handled part of its advertising as an agency executive before the war.

Changing tack again on Thursday, Rep. Edwin J. Hart (D-N. J.), chairman of the committee, said Standard Brands has no part in the hearing which is concerned solely with whether the broadcasts were of a subversive nature.

Committee member Karl E. Mundt (R-S. D.) in the first day's session called OPA's approval of the arrangement with Standard Brands a "dangerous policy", seeing in it "tremendous danger that the broadcaster will slant information to commercialize a product."

The hearings were abruptly postponed until this Wednesday although a proposal the day before by J. W. Robinson (D-Utah) to postpone the investigation until price control extension debates in Congress are over was defeated.

OWI Director Elmer Davis issued a statement that the OWI checked the scripts "for factual accuracy and consistency with the Government's war information program" but did not pass on the "dramatic quality or content".

Johnstone Resigns Post at American

Causes Reorganization of News, Special Events Departments

G. W. (Johnny) JOHNSTONE has resigned as director of news and special features of American, effective at the end of the San Francisco Conference. Mr. Johnstone will continue to supervise American's coverage of UNCIO until its close. He resigned in a letter to Chester LaRoche, net vice-chairman dated June 15.

Mr. Johnstone

Robert Kintner, American vice-president in charge of news operations, also announced that the department had been separated into two divisions, news and special events, reporting to Mr. Kintner.

Thomas Velotta, who has been assistant to Mr. Johnstone, is promoted to director of special events. Richard Tobin, who joined the network last fall as editor of *Headline Edition*, becomes news director, continuing to edit the cooperative news program. John Madigan, who has been in charge of the New York newsroom, is promoted to national news editor, reporting to Mr. Tobin.

After a career as newspaperman and musician, Mr. Johnstone joined WEAF in 1923. Since 1924 he has been assistant to the president of NBC, director of news and special events for WOR New York, director of radio for the Democratic National Committee, and since 1942, director of news and special features for the American-Blue.

ARRIVAL OF 86TH SETS NEW PATTERN

ON HAND to cover the return of the 86th—Blackhawk—Division as it landed in New York June 17 were representatives of 21 stations invited by the War Dept. The 86th, as the first combat division to return as a unit, set the pattern of redeployment.

Broadcasters rode out on a cutter to meet the ships as they came into New York Harbor. The Signal Corps provided power outlets for wire, film and disc recorders, used on a pool basis.

Loudspeakers set up at piers 84, 86, and 90, where the ships docked, announced each man's name and company as he came down the gangplank. Broadcasters could "fall in" with whatever company they chose, and go with the men to the post theaters where they were processed, getting interviews en route.

Monday men were segregated into local area groups to be sent to 20 reception centers nearest their homes. Broadcasters were permitted on troop trains for the trip.

FCC Prepares for Processing 2,000 Applications in Next Year

WPB to Lift Controls on Components and Invoke Spot Authorization Program in July

By JACK LEVY

WITH the general trend in reconversion pointing to resumption of transmitter and receiver production earlier than was originally anticipated, the FCC is preparing to process a possible 2,000 applications for FM, standard and television stations and expansions in the next fiscal year, it was learned last week.

Within a month, it is expected, the Commission will send out 60-day notices to all applicants for FM stations to file new applications in conformity with the new frequency allocations. An official of the engineering department estimated that there will be 1,000 FM applications for processing in the next year, an equal number of AM, including expansions or change in facilities, and at least 100 TV.

More Personnel Needed

To handle this load of work, he declared, the FCC will need four times its present broadcast personnel and four times its present space. Efforts are now being made to obtain additional engineers and larger quarters.

Although the Commission is without definite word from WPB as to when production restrictions on transmitters and receivers will be lifted, it is taking no chances on being caught short in the event of unexpected military cutbacks, with resultant stepping up of electronics reconversion. It is understood that another factor being considered is the probable availability to broadcasters of a limited number of new transmitters originally intended for service in the European war.

Decision of the Commission to abandon its policy of May 17, which would have delayed allocations on FM and television until fall, in favor of immediate action, was admittedly based on reconversion developments since the announcement May 4 by WPB's Radio & Radar Division which indicated military requirements would preclude any appreciable civilian production for the balance of the year [BROADCASTING, May 7].

Changing Demands

At that time, WPB planned to give three months notice to permit manufacturers to prepare for production of end equipment. It was expected that reductions in military orders would be known sufficiently in advance to give such notice.

However, within the last six weeks it has become apparent that the projected requirements for the one-front war for the next six months, upon which WPB based its "reconversion proposal", are subject to constant revision. Early in June, in announcing a plan to authorize an increase in civilian receiving tube output to 4,000,000 a month, the Division said it had no assurance this figure would be attained "because of the changing demands of the military".

In its June 13 order calling the hearing last Friday to determine FM and video allocations, the FCC stated "it probably will not be possible" for WPB to give it 90 days' notice before transmitter and receiver production is resumed. The FCC order also mentioned receipt of "several petitions requesting an immediate decision" on the allocations. One of the petitions referred to, it was learned, was by the TBA which declared that "cutbacks in use of personnel, plants and materials for military purposes in the electronics industry are now taking place and will become more rapid. . . ."

Substantial cutbacks have taken place already in some plants, with resulting idleness, although the overall military requirements still exceed industry capacity. Major changes in specifications, particularly by the Navy, for the Pacific war have caused a concentration of orders in larger companies to the detriment of the smaller.

WPB's procedure, under the circumstances, will be to revise Order L-265 early in July to allow unrestricted production of components but maintaining controls on transmitters and receivers. This is in line with the May 4 proposal to take the first step toward reconversion when military requirements will fall to 90% of industry capacity three months hence.

At about the same time, WPB will invoke the spot authorization program to enable plants made idle by cutbacks to produce a limited quantity of end equipment. Just how many receivers and transmit-

(*Continued on page 73*)

HERE'S A PREVIEW of things to come. General Eisenhower is caught in the lens of an NBC television-film camera in Washington. Film was flown to New York, telecast over WNBT the same night (June 18).

1876 Judge Eugene Octave Sykes 1945

PIONEER figure in radio regulation and law, Judge Eugene Octave Sykes, 69, died last Thursday at his Washington home. Hypertensive heart disease, from which he had suffered about two months, was the cause of death.

First inkling that his heart was failing came just before the Federal Communications Bar Assn. dinner last winter. Judge Sykes complained of a slight flutter but quickly recovered and attended the dinner. In mid-April he decided to take a rest from his legal activities as a member of the law firm of Spearman, Sykes and Robertson. At times his health appeared improved but he was unable to return to his office.

Judge Sykes

About a week ago he contracted a cold. He seemed better Wednesday, and Thursday ate his lunch. Death came a few moments later. With him at the time of his passing were Mrs. Sykes and his two daughters, Mrs. Octavia Stevenson and Miss Mal Sykes, both of whom lived with Judge and Mrs. Sykes. A son, Maj. Charles Scott Sykes, is in the Pacific theater.

Funeral services were held Friday at the S. H. Hines funeral home in Washington. The body was taken to his boyhood home, Aberdeen, Miss., for burial.

A charter member of the original Federal Radio Commission, formed in 1927, Judge Sykes was responsible to a considerable degree for the course of early regulation. His official philosophy was built on the principle that the young industry needed encouragement and guidance rather than the mailed-fist type of control.

He expressed a wish to retire from public life in 1937 after 10 years on the original Commission and its successor, the present FCC. But he was persuaded to remain two more years as a stabilizing force following death of Chairman Anning S. Prall and resignation of Commissioner Irvin Stewart. In his final year at the FCC he sat throughout the Network Inquiry Committee sessions. He served longer on the regulatory bodies than any other member.

In March 1939 he joined the law firm of Paul D. P. Spearman and has been a member of the firm since that time. Long ambitious to be a federal judge, his name twice was presented to President Roosevelt for the U. S. Court of Appeals for the District of Columbia, in charge of FCC litigation, but he had passed the 60-year maximum established by the President for federal judicial posts.

Judge Sykes had left a private law practice in Jackson, Miss., in 1927 to accept a call from President Coolidge to become first vice-chairman of the FRC. Actually he was acting chairman from the start, since Adm. W. G. H. Bullard, chairman, was in China at the time and served only a brief period.

In 1933 President Roosevelt named Judge Sykes chairman of the FRC. With creation of the FCC in 1934 he became its first chairman, serving until he was succeeded by Mr. Prall the following year. At the same time he became chairman of the Broadcast Division.

During the nine years from 1916 to 1925 Judge Sykes was a member and Chief Justice of the Mississippi State Supreme Court, from which he retired to practice law in Mississippi.

In his long radio experience Judge Sykes served on a number of delegations to international conferences and headed the U. S. delegation at the Telecommunications Conference in Madrid in 1932. In 1929 he was chairman of the U. S. delegation to the North American

(*Continued on page 62*)

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO helps to raise more corn!

How can a radio station provide good farm entertainment—*and at the same time do a public service job of helping farmer-listeners to grow bigger crops?*

That's the question WHO asked itself back in 1936—and the annual Radio Corn Festival is the result!

The Radio Corn Festival is a big event in Iowa. Its purpose is to interest farmers in using improved strains of corn and the best methods of production. This year it attracted 2300 entries from 13 states—drew thousands of visitors—overflowed the lobby of the biggest hotel in Des Moines.

With generous awards and lavish public recognition to the winners in fourteen categories, WHO is actually helping to produce more and better corn in Iowa. Partly as a result, acreage of hybrid corn in Iowa jumped from 15% to 99% during the past nine years. Iowa now produces 1/5 of all U. S. corn (referring to field corn—not the radio variety!)

The Radio Corn Festival is only one of WHO's services to farmers. The Festival well demonstrates our theory that farm radio news can't just be *read*—it has to be made!

That theory must be right, because it brings welcome results. *One* of them: Iowa Prefers WHO!

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

NBC POSTWAR NEWS COVERAGE PLANNED

NBC NEWS coverage plans for V-J day and the post-war era—when emphasis returns to domestic happenings—were discussed at the three-day meeting of NBC division news directors held in New York last week. William F. Brooks, network news and special events director, called the meeting the "most successful of its kind in the history of NBC's news and special events division".

Other news directors besides Mr. Brooks who attended this first in a proposed series of news conferences, were: William Ray, Central Division; Joseph Alvin, West Coast; Cecil Seavey, KOA Denver; William McAndrew, Washington, and his assistant, Ralph Howard Peterson. From NBC's New York office were: Francis McCall, operations manager; Adolph Schneider, assistant operations manager; Joseph Meyers, assistant special events manager; Burroughs Prince, night news editor, and Arthur Wakelee, days news editor.

FCC Grants Two Local Standards

TWO local standard stations were conditionally granted by the FCC last week, one for Palm Springs, Fla., the other for Corinth, Miss.

Holding assignment for 250 w unlimited time on 1340 kc, Palm Springs Broadcasting Co. is an equal partnership composed of Richard W. Joy, former KNX Los Angeles announcer who has freelanced since release from the Navy, and Donald C. McBain, United Airlines pilot formerly on the technical staff of KNX.

Owned by a group of local businessmen, Corinth Broadcasting Co. will use 250 w and unlimited hours on 1230 kc.

Mantle Lamp Discs

MANTLE LAMP Co. of America, Chicago (Aladdin lamps), begins sponsorship in early October of quarter-hour transcribed show featuring Smilin' Ed McConnell once to twice weekly for 13 weeks on these Canadian stations: CFAC CJCA CFGP CJOC CKX CKRC CFNB CHSJ CHNS CKWS CHEX CKSO CKNX CHNC CHRC CHAB CKBI CKCK CFQC. Firm also plans to use same transcriptions on U. S. stations. Agency is Presba, Fellers & Presba, Chicago.

Join Mutual

TWO Vermont stations joined Mutual on June 15 as daytime affiliates. They are WWSR St. Albans, 1000 w on 1420 kc, and WDEV Waterbury, 1000 w on 550 kc. WWSR is owned and operated by the Vermont Radio Corp.; WDEV by Lloyd Squire and William G. Ricker. Both stations are affiliated with the Yankee Network.

FCC Says Network Can Alter Contract

Sees No Violation of 3.104 In NBC Renewal Plan

A PROPOSED revision of the NBC contract with affiliates covering other than option time is not in violation of the FCC chain broadcasting regulations, the Commission notified the network last week.

Question arose as to whether a 35-day notification period to be required by NBC of affiliates in renewals of other than option time could be construed as an option in violation of Sec. 3.104 of the Commission's Rules & Regulations. The FCC advised NBC in a letter that "the provision in question is not in contravention of the chain broadcasting regulations."

NBC on May 18 wrote the FCC that it intended to alter one NBC affiliation contract which formerly permitted the affiliate to cancel a network commercial program accepted in non-network optional time only at the end of a 13-week cycle and on 53 weeks advance notice to NBC. This was necessary because formerly the network could terminate its contract with an advertiser only at the end of a 13-week cycle by giving 52 weeks advance notice. The new paragraph will be incorporated into NBC's contracts with affiliates as rapidly as the opportunity presents itself, the network explained.

No XENT Action

NO ACTION had been taken last week by the FCC on protests filed by the Cia. Industrial Universal de Mexico, former operators of XENT Neuvo Laredo, Mex., against the issuance of a construction permit last July to KABC San Antonio to increase power from 250 w to 50 kw and to change frequency from 1450 kc to 680 kc. The Mexican company objected to the Texas station continuing with construction, charging it with obtaining its transmitter and towers from XENT by "fraudulent means".

NBC Video Move

EXPANSION of facilities and consolidation of several different offices will be effected when the program operations sections of NBC television department are moved to the sixth floor in the early fall. New unit in the RCA Building which television personnel will occupy measures approximately 10,000 square feet and comprises the entire south side of the sixth floor, studio section and an upper bay on the seventh floor.

J. St. George Bryan

J. ST. GEORGE BRYAN, 66, identified with the ownership of WRNL Richmond, and vice-president and director of Richmond Newspapers Inc., died at Richmond Medical Hospital after a long illness.

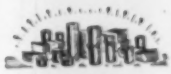
Mrs. Smith Bought These Drug Items from Mr. Harris Last Month

There's demand aplenty for drug items out here in the vast KFAB territory! Here's what Mrs. Smith...just an average mid-western housewife...purchased last month from Mr. Harris, her druggist.

Mrs. Smith represents *just one* of the 340,808 listening families in the 200 county area served by the BIG FARMER STATION. For twenty years KFAB has been serving these people with better farming programs, news, and entertainment.

If you're a manufacturer of drug items interested in this rich market, KFAB welcomes the opportunity of serving you.

KFAB's 200 county area has over 1800 drug stores.



Over $58,000,000 annual drug sales in KFAB area.

KFAB reaches 340,808 listening families.

KFAB's tailor-made merchandising boosts your sales.

All above figures taken from CBS Listening Areas, Series 6; 1944 Survey of Buying Power; 1944 Market Data Book

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

CONFERRING on operations of the OWI school for radio engineers at Bethany Transmitters, are (l to r) R. J. Rockwell, Crosley Corp. director of engineering for the Broadcasting Division; Eugene Patterson, OWI chief of New York studio operations, former WLW engineer; Elmer J. Boos, Broadcasting Division general business manager and comptroller; James Weldon, OWI Bureau of Communications Facilities chief.

Technicians 'Pool' Fills Need

OWI Bethany Transmitters Form Center Of World-Wide Radio Servicing

AT TWO in the morning, not long ago, a call came through to the Bethany Transmitters, 25 miles outside of Cincinnati, from the OWI in Washington. "We need an engineer in London tomorrow," was the message. A few hours later an engineer was on a plane bound for Montreal where he hopped another plane which delivered him in London on schedule.

Continuous Service

This is not unusual. It is routine. And the need for men often arises at spots much more inaccessible than London—it comes from Algeria, Honolulu, Saipan and elsewhere.

The service was devised by the OWI Overseas Branch when it faced the necessity of keeping in continuous service its world-wide radio operations. Radio technicians had to be trained for the special duties required by OWI operations. Logically, the Bethany Transmitters were chosen. Built for the OWI and OIAA by the Crosley Corp. two years ago, they are the most powerful shortwave stations in the world and possess the best and latest equipment.

The school was opened several weeks ago with a teaching corps of six Crosley engineers, each an expert in a particular field. Radiomen, some professional but mainly "hams" with years of experience on intricate home-made sets, were recruited for the classes.

A minimum of two weeks is required to complete the course, with three-hour lectures daily on transmitter theory, receiver theory and practice, antenna design and wave propagation. Five additional hours daily are devoted to actual field experience in and about the huge Bethany Transmitters. Meanwhile, the students also are receiving the numerous injections of serum necessary before going overseas and are taking indoctrination courses.

Tobacco Network Opens Central Office in Raleigh

EUGENE P. WEIL, commercial manager of the Tobacco Network, in a report to the group June 13, announced the opening of a central office at 806 Odd Fellows Building, Raleigh, N. C. Meeting was held at the studio of WGTM Wilson, N. C. Operation policies were set for the fall season and plans laid for football broadcasts.

Attending were: Harry Bright, WGBR Goldsboro; B. S. Hodges Jr., Julian White, WGTC Greenville; Fred Fletcher, C. Durham Moore, Ray Reeve, Stanley Brown, WRAL Raleigh; Allen Wannmaker, R. R. Brunson, Rudolph Bass, Warren Wooten, WGTM Wilson; Paul Moyle, WFNC Fayetteville; Louis Howard, Paul Parker, WHIT New Bern.

Radio Club Lineup

FIRST fall luncheon meeting of the Radio Executives Club of New York will be held Oct. 4 at the Roosevelt Hotel. Following committee chairmen have been appointed: program committee, Arthur Kemp, McCann-Erickson; membership committee, Marvin Kirsch, *Radio Daily*; house committee, William Von Zehle, William Von Zehle Co.; publicity committee, Christopher Cross, BBC, and historian, Larry Swars, Walter P. Burns Co. During the summer the chairman of program committee will appoint a chairman of the day who with his own committee will be responsible for the program of one meeting.

LOWER FREIGHT RATES
ASSURE MORE INDUSTRY
FOR SOUTHWEST?

. . . and it's this market that T-H-S knows best!*

Yes, freight rates are to be reduced in the Southwest, assuring this market the greatest industrial growth of all times. With our on-the-spot knowledge of each individual market in this territory, we can be of real assistance to you. Let us help you—now!

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Louisiana
KRMD—Shreveport

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

Sales Offices

New York, Chicago, Dallas, Hollywood, San Francisco, Portland
General Offices—Amarillo

*
TAYLOR-HOWE-SNOWDEN
Radio Sales

Again! WFMJ Proves Its Powerful Influence in Ohio's 3rd Market

More than 250 women responded with entries in the National Needlecraft Bureau annual sewing contest, conducted by Marion Resch on her daily women's program. One division entry was judged winner in the national finals at New York, June 13.

Mrs. C. O. Safreed of Youngstown, national winner, with Marion Resch and Gwen McKenna.

Shown below, the local winners of Tri-County Youngstown District.

Marion Resch, WFMJ Director of Women's Activities, is heard every afternoon . . . Monday through Friday . . . at 1:15 p. m. Evidence of her popularity is shown by C. E. Hooper C-M survey rating of 5.4 for fall and winter months 1944-45. This program available for the right sponsor. Ask Headley-Reed.

Another reason for WFMJ poularity is that more than 500 quarter-hours and 45 half-hours are devoted to public service programs.

— Affiliate —

AMERICAN BROADCASTING CO.

— Ask —

HEADLEY-REED

New York—Chicago—Detroit—Atlanta—San Francisco

WFMJ

YOUNGSTOWN, OHIO

Reveal Details of Signal Corps 60,000 w Portable Transmitter

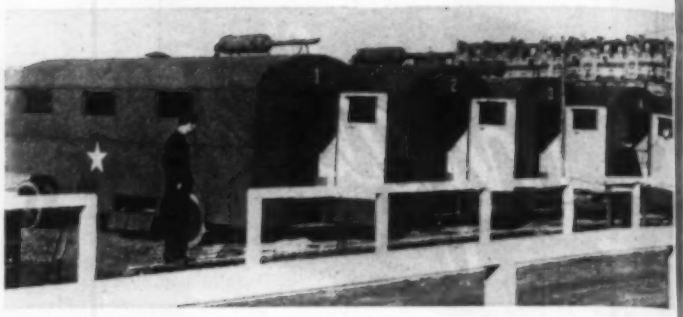
DETAILS of the 60,000 w transmitter mounted on 17 trailers which have been operating in Europe for several months [BROADCASTING, March 12] under the U. S. Army Signal Corps, were disclosed last week by IT&T whose French associate, Le Materiel Telephonique, constructed the giant, largest mobile station.

Known as SigCircus, it has all the facilities of a modern fixed station of comparable power and can be set up for operation or dismantled in little more than 24 hours. Brig. Gen. Carroll C. Bickelhaupt, Army Communications Division director, ordered its construction on Oct. 26, 1944 and delivery of the completed station was made within three months afterward.

Capable of transmitting and receiving 200,000 words daily between Europe and the U. S., SigCircus also has complete broadcast facilities including a portable AFN studio, a modern broadcast studio and control booth and equipment for facsimile transmission and reception of photographs and wire, film and disc recording.

Although designed for service to the U. S., the station also can provide local programs for troops within a radius of 25 to 30 miles. All services can be carried on simultaneously without interference.

One of many innovations consists of a special VHF inter-unit communications system for use between transmitting and receiving groups placed some distance apart to prevent mutual interference. The system utilizes suitable voice frequency carrier equipment to provide the required keying controls and channels and is expected to prove more efficient than the usual telephone lines.



First four of the train of 17 SigCircus transmitter trailers parked on the wayside "somewhere in Europe".

The trailers are divided into three groups—transmitter, signal center, and power and pictorial. In the first group, trailers 1, 2 and 3 each contain a 50 kw Diesel power generator and a 275 gallon fuel tank. A master power switch converts from Diesel to commercial power when the latter is available. Number 4 contains a low-tension power supply and voltage regulator with a 12 kilovolt filter condenser; number 5, a high-voltage direct-current rectifier of 12 kilovolts.

60 Kw Amplifier

Trailer 6 carries a Western Electric two kw driver unit, VHF transmitters, receivers and associated carrier equipment plus the transmitter operating position. A 60 kw power amplifier fed from the transmitter in No. 6 is contained in unit 7 while 8 has an American Forces transmitter, an air blower for its high power air-cooled tubes, a workshop and storage space.

The five trailers of the signal center group contain the following equipment: 9—supplies and two VHF transmitter and receiver systems; 10—special carrier equipment; 11 & 12—six high-speed teletype machines and facilities for handling traffic; 13—facsimile transceiver units, broadcast studio, control booth with space for wire, disc and film recorders and is home of portable AFN studio.

The receiver station consisting of one W. E. receiver, VHF transmitters and carrier equipment is fitted into trailer 14.

Trailers 15, 16 and 17 compose the power and pictorial section. The first two each contain a 25 kw gasoline power unit; the latter the pictorial division hut.

Council Guide

A NEW campaign guide prepared by the War Advertising Council in cooperation with the OWI, the Army, Navy and FBI and dealing with the "loose talk" menace as it applies to the Pacific war, is being distributed to advertisers, agencies and media. Objectives, to control careless talk, according to the guide are to "warn that we are fighting a dangerous enemy and desperate enemy who is using every means to obtain information about our plans." Newell-Emmett Co. is the volunteer distributing force for the guide.

ANOTHER of WTAG's Services to Central New England

VETERAN'S JOB-CLEARING SERVICE

"WHEN JOHNNY COMES MARCHING HOME"

130 INQUIRIES

150 REPLACEMENTS

Over 150 Johnnies in 31 weeks have come marching home to Worcester to jobs of their own choosing. "Johnny Comes Marching Home" created by WTAG, sponsored by Prudence Clothes, with the cooperation of the Veterans' Service Dept., the American Legion, Veterans' of Foreign Wars and the United American Veterans, broadcasts the qualifications of four unnamed servicemen each week. Industry listens, writes or phones WTAG for interviews and the Veterans' Service Department does the rest.

Worcester's Mayor William A. Bennett guest starred with these words. "I think that this is a really remarkable achievement because of the unique character of this employment service. It is to my knowledge the only service in the country that places veterans in the particular type of work they want . . . not just any work, but work suited to their training and inclination. I would like to commend WTAG, Prudence Clothes, the veterans agencies and the employers of Worcester and Worcester County. I wish them continued success in this important work which reflects credit on them and on our community."

Creative force makes WTAG a BIG STATION in a BIG MARKET.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

In a Spending Mood...

The good people of Indiana—white collar folk, factory workers and farmers—are decidedly "in a spending mood."

They have the money and are awaiting only the end of the war and the release of your merchandise to make sales history.

But Hoosiers are not reckless or extravagant buyers. They *must* be sold—and the time to start selling them is *now*—over the radio station with the greatest coverage in the State—WIBC.

The most alert and intensive merchandising cooperation offered by any radio station in this area is yours for the asking. When can we talk it over?

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

REM RENEWS!

For NINTH YEAR

Exclusively in Milwaukee

on **WEMP**

Stanley Probst of the Maryland Pharmaceutical Company, says,

"Dollar-for-dollar in advertising circulation, W E M P is the best buy in the United States!"

WEMP

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson Company
National Representatives

Agency Network Awards Selected

Garfield & Guild Winner in Three Radio Classifications

GARFIELD & GUILD, San Francisco agency, was selected as winner in three radio categories of the 12th annual national Advertising Agency Network's awards, announced last week in Washington. Henry J. Kaufman & Assoc., Capital agency, was host at the judging of the 200 campaigns entered under 22 classifications.

The West Coast agency received awards for best national radio program, for Rosefield Packing Co.; national spot announcements, for Hunt Bros. (tomato sauce); and local spot announcements campaign, for John Hansen & Son. The award for best local radio program was won by the Kaufman agency, for S. Kann Sons Co. (department store). The Washington agency also received awards for best war bond promotion, for Retail Men's Stores of Washington, and best direct mail campaign, for Capitol Radio Engineering Institute.

Roland G. E. Ullman, Philadelphia agency, won the award for best intergrated advertising & merchandising campaign, for Manhattan Rubber Mfg. Div. of Raybestos Manhattan Inc.

SELECTING the best radio campaign for the 12th annual National Advertising Agency's Network's awards are (standing l to r) Carl Burkland, mgr., WTOP; Jeffrey A. Abel, radio dir. and partner, Henry J. Kaufman & Assoc.; Arthur J. Casey, asst. mgr., WOL; Mahlon Glasscock, com. sales mgr., WRC; and Ruth Crane, women's dir., WMAL.

WTAR Talent Performs With Norfolk Symphony

TEN full or part-time employes of WTAR Norfolk are also members of the Norfolk Symphony Orchestra, whose Sunday concerts are broadcast by the station. Henry Cowles Whitehead, WTAR program director and a graduate of the Curtis Institute of Music, is conductor of the orchestra. Bailey Barco, production manager, plays such odd instruments as the celeste. Dean Derby, control operator, handles the French horn and is librarian.

Other employes who perform with the symphony are Adele Barrett, concertmeister; Kathleen Kovner, first viola; Artur Lange, cellist; Nick Toscano, bass; Johanna Mottu, viola; Elsie Hardin, piano and harp. In addition, Charlton Whitehead, public relations chief, handles publicity for the orchestra and Campbell Arnoux, manager, is on the orchestra's board of directors and his wife plays with the first violins.

AMERICAN Television Society for the summer will replace monthly evening meetings with series of bi-weekly luncheons of small panel groups on special subjects, George Shupert, ATS president for 1945-46, announced following his induction at the final meeting of the 1944-45 year at the Museum of Modern Art, New York.

TRI-CITIES
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
The FARM MACHINERY Capital

Nearly 60% of the Tri-Cities Population Live in the ROCK ISLAND-MOLINE Zone
1940 Census

The MAJOR PORTION of Tri-Cities' 200,000 population lives on the Illinois side, in the Moline-Rock Island zone*. WHBF, the home station, is their favorite by far, as proved by listener surveys. In all, WHBF's "push button" area reaches 800,000 people, spending more than 380 MILLION dollars annually . . . in the very heart of the Corn Belt.

* Includes Rock Island, Moline, East Moline and six other contiguous cities and towns.

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

AP

KSLM, Salem, Oregon

". . . I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."

Glenn McCormick
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

From One Station To The Nation

When the American Broadcasting Company asked us, as a key station, to make a half dozen Cleveland pick-ups on V-E Day and feed them to the network, we learned how highly Blue experts regarded WJW's programming ability, how much they thought of our radio-responsive billionarea.

WJW remotes reached out across the city to representatives of our allies, talked with typical Clevelanders in church and hospital, blood bank and war plant, home and on street corner. Wherever things happen of interest to the people, WJW microphones are standard equipment on the job, bringing Cleveland closer to Clevelanders and the nation.

BASIC
Blue Network
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

THE OUTSIDE* AUDIENCE IS MIGHTY INTERESTED

on the Pacific Coast, too!

The OUTSIDE market represents approximately half the retail sales and radio families on the Pacific Coast.

The folks on the "outside" in Washington, Oregon and California have just as much interest in your sales message—spend just as much money—as the "insiders"—but you can't reach 'em by radio unless you use the Don Lee Network. Only Don Lee can give you complete coverage of both the "outside" and "inside" markets of the prosperous (retail sales over 8 billion) Pacific Coast.

What's the reason for this? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks does not reach them. Don Lee, however, has 39 stations located strategically *within* each of these mountain-surrounded markets.

Now as to *how these people listen:* A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations!

Here's something to remember about the "inside" market: Regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

Don't shut the door on your interested "outside audience!" Buy Don Lee, the only network that completely covers *both* halves. More than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station!

The Nation's Greatest Regional Network

*
Half of the retail sales on the Pacific Coast are made OUTSIDE of the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Company

WRAL Plays Cops

SHOT-BY-SHOT account of a gun battle between the Raleigh, N. C., police and four bandits was broadcast by WRAL last week. Starting with an early morning exclusive on how the bandits held up a filling station the night before and robbed six people, the station picked up the story later in the afternoon from the police station. As the police surrounded the men, WRAL put the latest developments on the air as they happened, details coming in from the law's two-way radios. End of the story, capture of the last of the bandits, hit the *News of Raleigh* program at 7:15 p.m.

Calypso Jingle Popularizing Bananas Sells Fruit Company on Radio Time

THERE once was a little song about bananas.

It was written by two young composers at Batten, Barton, Durstine & Osborn, New York.

The idea was to give a client something good enough to interest him in going into radio, a media which the client had not used for about two years.

One audition convinced the client. He put the melody on stations in 22 markets and waited to see what would happen.

Three things have happened:

(1) Putting a banana in a refrigerator is practically a social faux pas;

(2) "Chiquita Banana," with its commercial lyrics rewritten is a popular song and is soon to be recorded;

(3) Fruit Dispatch Co., sales subsidiary of United Fruit Co., is so pleased with its radio venture that the song will go into a number of other markets within the near future.

"Chiquita Banana," a Calypso rhythm, first went on the air last December. Today, the 28-bar chorus is heard in all sections of the country except the West Coast, where United Fruit has wartime distribution problems.

Stations currently being used are: WBAL WCBM WFBR WBZ WEEI WHDH WNAC WBLN WGR WCSC WTMA WJJD WMAQ WCPO WKRC WGAR WHK WTAM WBNS KRLD WFAA WJR WXYZ WISH KMBC WDAF WISN WTMJ KSTP WCCO WDGY WTCN WDSU WSMB WWL WABC WEAF WINS WJZ WLIB WMCA WNEW WOR KBON KOIL WOW KYW WCAU WFIL WCAE WEAN WJAR KSD KXOK WINX WRC WMAL. The song is heard a total of 376 times weekly.

EFFECTIVE with current May 1945 report, C. E. Hooper Inc., radio research firm, is furnishing subscribers with a pocket piece covering all Pacific programs. An increase of 29% in sample size permits the reporting of Pacific ratings on a one month basis, according to announcement by firm's Hollywood office.

Bright Future For Shortwave

Evans Predicts Expanded Activities After War

ON WHAT he termed the 21st anniversary of shortwave's "coming of age", Walter Evans, vice-president in charge of radio, radar and electronics activities of the Westinghouse Electric Corp., last week forecast expanded postwar shortwave radio activities in FM, video, international communications and industrial uses.

Mr. Evans

Mr. Evans recalled it was not until June, 1924, that shortwave attained general acceptance, won through a demonstration by the late Dr. Frank Conrad, Westinghouse assistant chief engineer and one of a group at a conference in London to consider a radio link between Europe and South America.

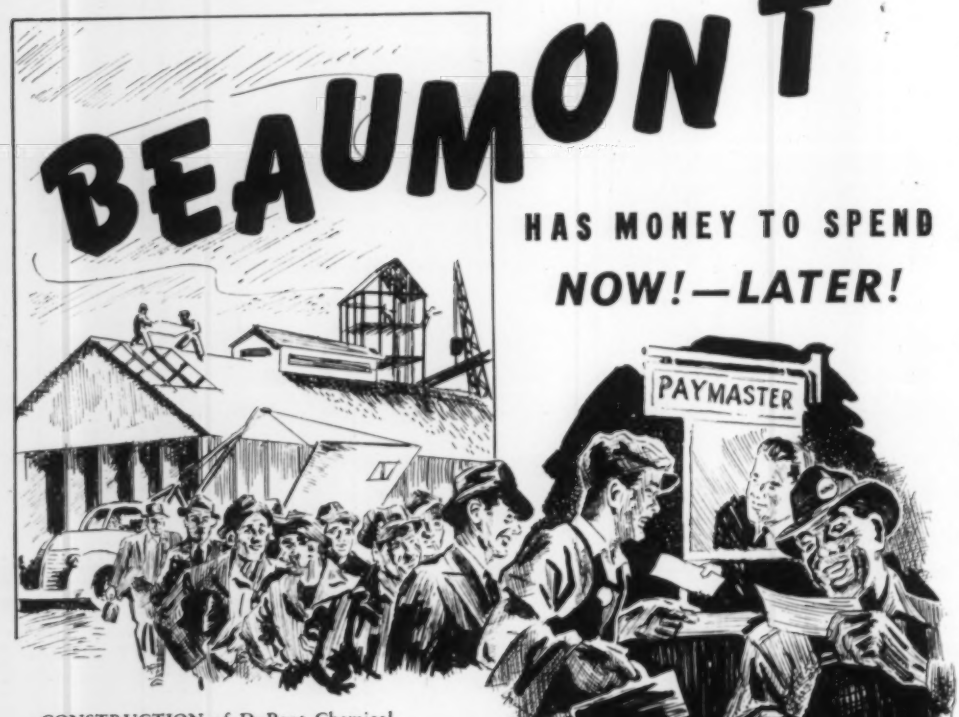
Dr. Conrad invited several delegates—one of them a former ship's wireless operator—to his hotel room. Using a curtain rod as an antenna, he had the operator copy telegraph news sent by shortwave from Pittsburgh. Informed by the operator-delegate of the sensational test, the conference decided to build a shortwave link.

FM, Mr. Evans declared, will be expanded to listeners in every metropolitan center across the land. "Inquiries in our Industrial Electronics Division," he said, "for FM transmitters and home receivers will include all refinements developed in producing millions of these units for military planes and tanks."

Of video prospects the Westinghouse executive said: "Our war-paced engineering and production of radar will yield proportionate advantage for television, its scientific first cousin. All answers for a completely satisfactory black-and-white television service already are at hand and war-learned lessons will speed development of improved color television."

Town Meeting Tour

PLANS for a summer tour through the middle West have been cancelled by *America's Town Meeting*, Thursdays, 8:30 p.m., American, because of transportation difficulties and the reluctance of many speakers to leave their posts at this time for lengthy trips over the country. On June 28 there will be a special broadcast from Mitchell Field, N. Y. Broadcasts on July 5 and 12 will originate in the air-conditioned Vanderbilt Theater in New York City instead of in Town Hall, the program's home in New York, which has no air-conditioning facilities. On July 19, *Town Meeting* will go to Chautauqua for a special broadcast.



CONSTRUCTION of DuPont Chemical Company's new 22 million dollar nylon salt plant near Orange, Texas, adds another important segment to KFDM'S 585 million dollar effective buying income market.

KFDM listeners have money to spend NOW and LATER. This is a permanent market with permanent high incomes.

BLUE NETWORK
AMERICAN BROADCASTING CO., INC.

KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE "MAGNETIZED SABINE AREA

"Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

FIVE TIMES EVERY WEEKDAY THIS QUIZ SHOW HOLDS NEW YORK'S RADIO SPOTLIGHT . . . .

"PEOPLE Know Everything", an entertaining, listener holding, telephone quiz show, is broadcast over WOV at 8:25 a.m. and hourly from 6:25 to 9:25 p.m., Monday through Saturday. For each period, a question is selected from the thousands submitted by WOV listeners. The announcer audibly telephones a number and if the person who answers the phone knows the answer to the question, the money on deposit is shared equally by questionee and questioner. If the question is not answered the money accumulates for succeeding shows. "People Know Everything" is spotted in programs that rank high in listener appeal. A limited number of strips are available.

WOV
New York
THE KEY TO TWO MARKETS

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

Britisher Warns Against Overoptimism on Video

CAUTION against over expectation of revolutionary developments in radio was made by Leslie McMichael, president of the British Institution of Radio Engineers, at a radio industries luncheon in Glasgow June 6. He stated that contradictions in many instances have confused the general public as to what to expect, particularly in television.

He stated that although color television was now a laboratory reality, the cost prevented the service from becoming of immediate use to the public. The high cost of establishing a nationwide service is also a factor to consider, Mr. McMichael said, adding that it would be many years before transoceanic television programs would become possible.

ARMY ISSUES NEW FUNGUS-PROOF SETS

SIGNAL CORPS is now distributing more than 50,000 new radio receivers, R-100/URR, to troops overseas for entertainment and information. Procurement calls for over 100,000 sets, one to be issued every 50 enlisted men overseas except where isolated units number less than 50. The set is of simple design, with an antenna that can be reeled into the set. The control panel is recessed, and when packed for shipping, set is about one cubic foot in volume.

Headset jacks accompany the receiver, which is fungus and erosion resistant. Majestic Radio & Television Co., Chicago; Emerson Radio and Phonograph Corp., New York; Espey Mfg. Co., New York; and Hallicrafters Co., Chicago, are manufacturers of the instrument, developed by the Signal Corps.

One Program—127,000 Letters

Buster Brown Gang on NBC Draws Amazing Response For Crippled St. Louis Girl

SHOE manufacturers and sellers have a graphic picture of radio as a postwar advertising medium through the flood of letters received by Rose Marie Chostner, St. Louis, an eight-year-old paralysis victim.

As a result of one broadcast—*Smilin' Ed McConnell and His Buster Brown Gang* on NBC Saturday 11:30-noon—Rose Marie has 127,000 letters and cards and more than 4,000 packages, with mail still coming. And R. B. Brown, general manager of Buster Brown Division, Brown Shoe Co., has a demonstration of radio's power to promote its line of youngsters shoes.

Norman Levalley, account executive of Leo Burnett Co., Chicago, described the program as "the first full network half-hour program on the air for such promotion." Beginning in September 1944, despite wartime conditions the company went ahead with its plan and placed the Buster Brown Gang on NBC, he added.

All St. Louis mail records were broken after Smilin' Ed told about

Rose Marie, Smilin' Ed McConnell and Frank Ferrin, radio v.-p. of Leo Burnett Co., Chicago, sort the mail.

Rose Marie's letter asking him to send her a birthday greeting so she would have at least one card. Press photographers have hounded the Chostner home, and Rose Marie is a national figure.

The shoe industry for some time has been watching the Brown Company's pioneering in coast-to-coast radio for a children's line at a time when it could not supply the demand. Brand name promotion by radio will pay dividends, the sponsor feels, and others in the industry now have evidence that the Brown campaign was wisely conceived.

RCA Manila Service

COMMERCIAL radiotelegraph service between the U. S. and Manila was resumed June 17 by RCA Communications. In addition, radiophoto and program transmission facilities are being installed and will be available shortly. It is expected that early installation of RCA's high-speed multiple system and 7-unit printer at the Manila terminal will materially increase the traffic handling capacity of the reopened circuit.

CBS Document

BOOK titled *From D-Day Through Victory in Europe* has been published by CBS to be distributed to CBS stations, public officials, civic leaders, libraries, schools. The 320 page volume is a collection of 160 high spot broadcasts made by Columbia's correspondents, shortwave conversations between Paul White, CBS news director, and his staff overseas, addresses by prominent world figures, etc.

WSIX LEADS WITH AN INCREASE OF 81.5%

The tape snaps . . . And WSIX, with an increase of 81.5% for the two years ending in January, wins the Hooper all-day average race in the Nashville area! . . . Today, WSIX offers: (1) The best daytime Hooperating of any station in Nashville. (2) Top shows of BOTH the AMERICAN and MUTUAL Networks. (3) A low unit cost. (4) A booming market in the heart of industrial, agricultural Tennessee. AND there are over a million potential buyers for your product in the WSIX territory who believe in "backing the winner" by spending their money.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN ● MUTUAL

5000 WATTS ● 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

A Billion Dollar Retail Market

EASY AND ECONOMICAL TO COVER - - - - - - - -

IN 1944, retail sales in Detroit were 29% above the national average per capita. Total dollar volume was estimated at 1.4 billion.

Ordinarily, the job of advertising coverage in such a vast market is an undertaking of many complexities. Not so in Detroit, however. Here, according to the latest census figures, over 90% of the city's dwelling units are radio equipped, and surveys show that one station, WWJ, enjoys a decided preference in a big majority of these homes.

Until VJ Day, Detroit will continue to be the Arsenal of Democracy. After reconversion, Detroit automobiles, refrigerators, vacuum cleaners, and a thousand other products indigenous to Detroit, will provide employment, pay-rolls and buying power which no advertiser can overlook.

NOW APPROACHING THE 25TH BIRTHDAY

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending

Tomorrow's television broadcasters are visiting Schenectady *today*

WRGB
SCHENECTADY

ADVERTISERS
ADVERTISING AGENCIES
PUBLISHERS
BROADCASTERS
INDUSTRIALISTS
DEPARTMENT STORE MANAGEMENT
MOTION PICTURE EXECUTIVES

AT THE world's most powerful and best equipped television station, General Electric's WRGB in Schenectady, future telecasters from all over the United States and from many foreign countries are acquiring a knowledge of the actual equipment needed for producing the finest of television pictures. Here they are studying station operation and management, promotion, programming, and maintenance.

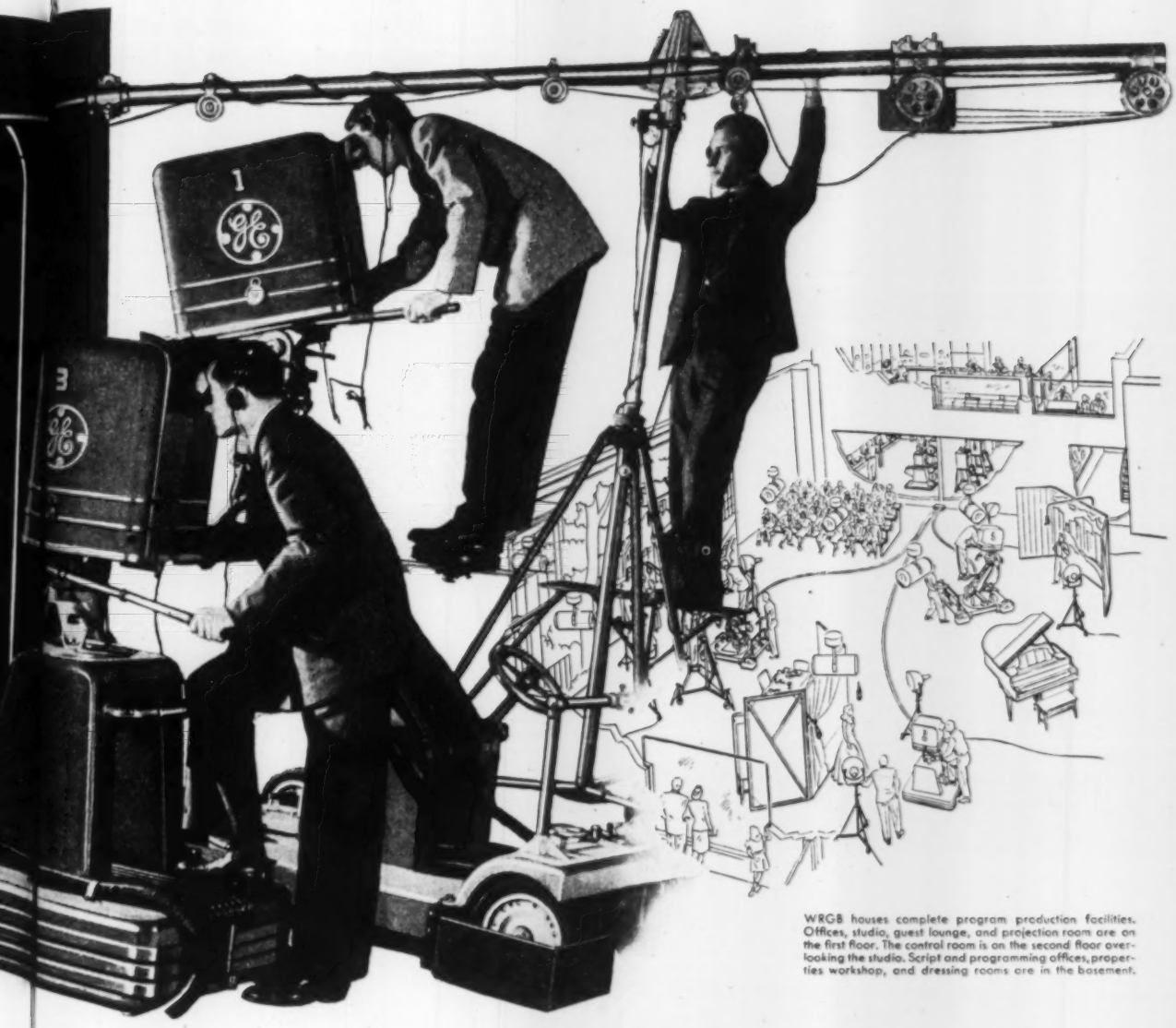
WRGB is a *complete* television broadcast station. It contains all of the studio equipment necessary for modern television broadcasting, including workshops for building props, workshops for constructing experimental electrical equipment, dressing rooms for actors, transmitting and receiving equipment, studio control and monitoring equipment, film projectors. At WRGB you will have an opportunity to analyze the elements of your future television station and to discuss at length your plans with G-E experts — for the WRGB staff includes television specialists experienced in script writing, costume and stage set designing, lighting effects, camera operation, stage and technical direction, equipment design, maintenance, and operation.

If you have not yet seen General Electric television in action and are not yet making use of General Electric's 20 years of television experience, plan to visit WRGB at Schenectady—now. *Electronics Department, General Electric, Schenectady 5, N. Y.*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

15A-D2-9913



WRGB houses complete program production facilities. Offices, studio, guest lounge, and projection room are on the first floor. The control room is on the second floor overlooking the studio. Script and programming offices, properties workshop, and dressing rooms are in the basement.

PRODUCTION TECHNIQUE. At WRGB, programs are created, studied and analyzed. Every phase of show production is included—auditioning, casting, scene design, script writing, rehearsing, make-up, and lighting. Programming records, rich in experience, are available for your study. G. E. invites you to use them.

STUDIO AND TRANSMITTER EQUIPMENT. G. E. will have equipment for everything in television—from cameras and microphones to transmitting antennas and home receivers. G. E. can supply you with complete lighting, heating, air-conditioning and substation installations. General Electric is the only manufacturer who can offer this complete service.

AUDIENCE SURVEYS. WRGB checks audience reaction and establishes a rating for every show. The response from the television audience measures the success of WRGB's weekly features—reactions that provide abundant information which G. E. is gladly sharing with tomorrow's television broadcasters.

BUSINESS ASPECTS. Television is destined to become a great new industry that provides sales power unsurpassed by any other advertising medium. Every advertiser, manufacturer, and merchandiser is a prospective time-buyer. Estimates put the potential television audience at 48,000,000 people—twenty-four months after equipment production begins.

PLAN NOW to visit Schenectady to study G-E facilities. Every Wednesday and Friday are "open house" days. Write for the folder, "How to get to Schenectady," or see your G-E broadcast equipment representative. He will be glad to help you plan your visit. *Electronics Department, General Electric, Schenectady 5, N. Y.*

Establish a priority on delivery of your television equipment. Write for your copy of the "G-E Television Equipment Reservation Plan."

Hear the G-E radio programs: *"The World Today" news, Monday through Friday 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.*

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

200,000 w SENDER BEAMED TO JAPAN

BEAMED toward Japan and enemy-occupied territory from Manchukuo to extreme South Pacific, CBS 200,000 w international shortwave transmitter at Delano, Cal., went into service June 15.

Operated for OWI, the Delano station has been on the air since Nov. 26, 1944 with two 50,000 w transmitters shortwaving programs 20 hours a day for OWI and Office of the Coordinator of Inter-American Affairs. Present plans call for two smaller transmitters to broadcast same program on different frequencies, with 200,000 w unit carrying another program on a third frequency to prevent jamming by the Japanese.

CBS as agent for Defense Plant Corp. started construction at Delano on April 22, 1944. Transmitting equipment was designed and manufactured by Federal Telephone and Radio Corp. for the OWI. Operations are under Les Bowman, CBS Western engineer.

DURING a stopover on a New York-Hollywood trip, Jack O'Mara, West Coast sales promotion manager for the American network, was welcomed by his former Fort Wayne business associates from the old Westinghouse group WOWO and WGL. At get-together were (l to r): Mrs. Norman C. Widenhofer, Mrs. Hilliard Gates; Mr. Gates, sports announcer and public service director of WOWO; Mrs. O'Mara; Mr. O'Mara; Norman Widenhofer, WGL sales promotion manager.

Rescued Son Returns

CPL. ROGER WOLCOTT, son of Imogene Wolcott, conductor of MBS *What's Your Idea* homemakers program, has arrived in the U. S. from ETO following rescue from the Germans by the Russians one day before V-E Day. He is engaged to Marilyn Stackpole, daughter of Connie Stackpole, WNAC Boston women's commentator.

Mutual Video

MUTUAL has signed a contract to use the facilities of WRGB, General Electric video station, in order to televise a program, first of which will be the Mutual show titled *The Better Half*, once a week, starting the first week in August. WOR will continue to use its regular weekly series on WABD, DuMont television station, New York.

We've been passing out lots of sentences on the magic of "The Magic Circle" and the wonders of WBIG. But after all – you're THE JUDGE! We would like you to try the facilities of this station for your share of the booming business in the South's Greatest Market. We can arrange for 365 days (and nights).

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

MAGIC CIRCLE
OF 50 MILES

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

Fly Urges Strong Radio Leadership

Says NAB Suffers Deficiency In 'Wholesome Principles'

INTELLIGENT leadership, vested with real authority, is the great need of the broadcasting industry today, James Lawrence Fly, former FCC chairman, declared last Monday in an address before the radio division of the American Marketing Assn., meeting at the Murray Hill Hotel in New York.

Pointing out that the broadcaster, between the two extremes of the Commission, which is duty bound to protect the public interest, and the advertiser who is interested solely in selling goods, still has considerable flexibility of operation, Mr. Fly pleaded for "effective leadership backed up by effective organization and planning." "Industrial self-regulation," he said, "is much more wholesome than grudging concessions under the whip lash of public criticism or governmental coercion.

Deficiency of NAB

"Here," he continued, "we need to define and vest a real degree of authority. NAB itself has long suffered through lack of organization —through a deficiency in wholesome principles—and through the failure to vest authority to effectuate those principles in a recognized competent, permanent leader.

"In this whole area greater good can be accomplished and greater public respect earned by a courageous approach to this problem. It is still essential that organization and leadership be endowed with segments of authority from the industry upon which wholesome policies can be effectuated. Then and then only may we beat the attack from the myriad sources which have been recrudescent and which, but for intelligent self-regulation, will continue so throughout the years."

Public Confused

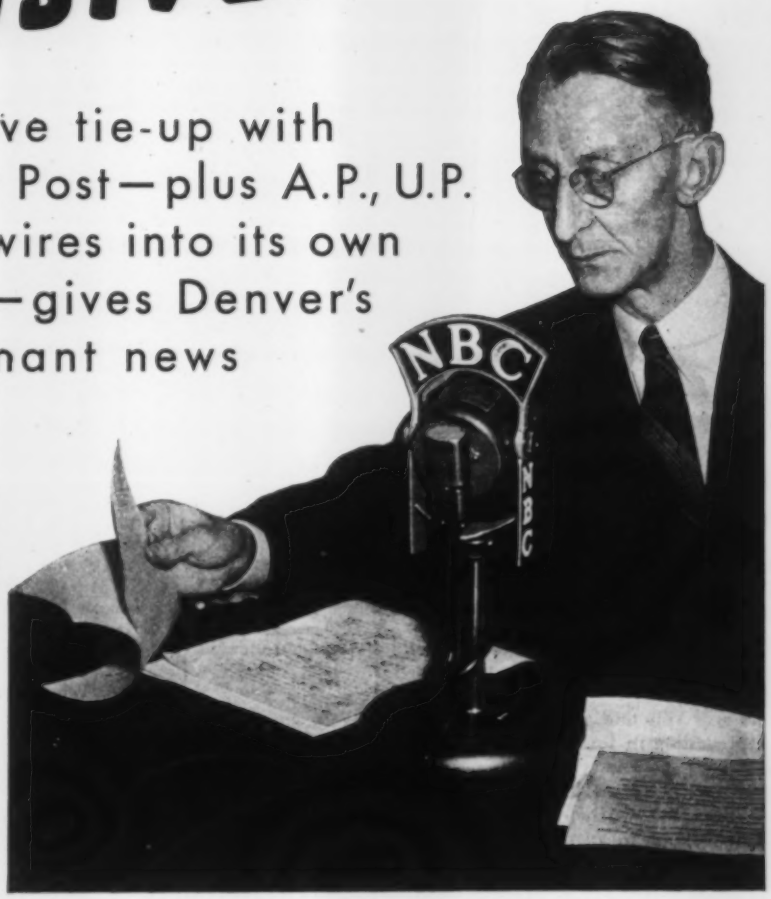
The need for leadership exists even "in the scientific phases where we are most progressive," Mr. Fly declared. He cited the tendency in FM and television for "each segment of the industry to keep the public, the broadcasters and the government entoiled with multifaceted conflict, each segment promoting its own limited claims," the confusion of the broadcaster faced with the need to move into FM and then into television, the confusion of the public over whether to buy a new AM receiver, an FM receiver, a television receiver, a facsimile receiver.

"Is it possible," he asked, "that this great industry cannot find a mechanism by which the best in these great developments can be brought together in an harmonious pattern for the good of all concerned?"

Lawrence Hubbard, research director, Duane Jones Co. and chairman of the meetings, presided.

EXCLUSIVE!

An exclusive tie-up with the Denver Post—plus A.P., U.P. and I.N.S. wires into its own newsroom—gives Denver's KOA dominant news coverage



Larry Martin, Managing Editor of the POST, at a KOA microphone. Mr. Martin's expressions of the editorial opinion of the region have been features of many an NBC Newspaper Editor Round-up on national issues.

Nowhere else between Chicago and the Pacific coast will you find a radio newsroom served by all three —A.P., U.P. and I.N.S. KOA has direct wires to each of them, and has had for many years.

• Add to that two quarter-hour news periods daily, broadcast from the newsroom of the Denver-dominant POST, and you begin to realize how thoroughly KOA covers the news-front in Denver and throughout the Rocky Mountain West.

All of KOA's news coverage—there are 41 local news periods a week, prepared by the station—is sponsored except the Post series, which is not available. And a long waiting list of would-be news sponsors, both local and national advertisers, bears out our claim to leadership.

--No wonder KOA's FIRST!

FIRST in DENVER
KOA
50,000 watts **850** on your dial
Represented by NBC SPOT SALES

First in POWER—the only 50,000 watter for 500 miles in any direction. Hence . . .

First in COVERAGE—Day or Night

First in LISTENER LOYALTY—NBC surveyed 1077 cities to prove it

First in PROGRAMS—both listener and advertiser loyalty proves that

And finally, for all these reasons . . .

FIRST IN DEALER PREFERENCE
(Just ask Ross-Federal)

FARMER SEE — FARMER BUY!

When washing machines and such make their reappearance they're going to be snatched up like hot buckwheat cakes. Markets almost everywhere are *waiting!*

But where will you find a condition of prosperity to surpass that now prevailing in Iowa?

Even two years ago, in '43, the State's *average farm income* was $7,672. Last year it was at least 20% higher. This year and next, with the whole world demanding foodstuffs, pocketbooks here will be bulging to an unprecedented degree!

You'll want the present and future trade of these rich farmers. So what's the best way to get it? Remember, they don't go for jitterbug programs, swoon crooners and big-city-type wise-cracking comedy. They like entertainment, news and farm-market reports that are tailored to their own tastes and needs. They prefer to hear announcers speaking in their own plain accents. Farmers fundamentally and always, their favorite listening is to KMA, the No. 1 Farm Station in the No. 1 Farm Market. That's demonstrated by the letters they send us—more than twice as many as any other station in this area receives.

Let us tell you more of KMA's story. Or for information, call Free & Peters!

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

NAB Committee Defers Setting of Date For Week to Observe 25th Anniversary

SETTING of date for a week to observe radio's 25th anniversary was deferred pending war developments by the NAB public relations executive committee, meeting June 18-19 at the Roosevelt Hotel, New York. Committee felt radio's participation in the war effort should be emphasized.

Attending were Edgar Bill, WMBD Peoria; Craig Lawrence, WHOM New York; George Crandall, CBS New York; Leslie Joy, KYW Philadelphia; Mike Hanna, WHCU Utica; J. Harold Ryan, Willard Egolf, Bruce Starkey, NAB. Absent were John Patt, WGAR Cleveland, chairman; Lewis Allen Weiss, KHJ Los Angeles; Karl Wyler, KTSM El Paso; Harry Kopf, NBC Chicago.

Kiwanis Week Discussed

Group reviewed Kiwanis radio week, May 13-19, which had almost 100% participation by local chapters which awarded citations.

In its 25th anniversary discussion the committee was aided by the network anniversary group, including William S. Hedges, NBC; Frank Stanton, CBS; Mark Woods, American. Robert Swezey, Mutual, was absent.

Radio Manufacturers Assn. committee on anniversary observance, comprising John S. Garceau, Farnsworth Television & Radio Corp.; W. B. McGill, Westinghouse Radio Stations Inc.; Philip Lesly, Theodore R. Sills & Co., RMA's public relations counsel, also met with the NAB committee.

Proposal to form an Academy of Radio Arts & Sciences was presented by E. T. B. (Buck) Harris of Lee & Losch, Hollywood public relations firm. A subcommittee was named, comprising Messrs. Joy, Crandall, Hanna, Lawrence and Bill, with Mr. Patt an ex-officio member.

The plan involves public education about radio as well as annual awards. It met committee approval, with some changes suggested.

Frances Farmer Wilder, CBS consultant on daytime programs, discussed the CBS survey of reaction to daytime serials. An industry survey of reaction to radio programming in general was favored by the group.

Book Distributed

The NAB volume, *Management in the Public Interest*, has been distributed to stations and to important persons and organizations, with stations ordering 5,000 copies for local distribution. Distribution of another 20,000 copies was discussed.

Group considered preparation of a manual for station operators, which would develop through case histories the practices in public interest presented pictorially in the present volume. The collection of photos of radio's home-front activities will be enlarged.

A subcommittee on listener activities—Messrs. Joy, Crandall, Lawrence and Hanna—had met with Dorothy Lewis, NAB director of listener activities, the previous week and reported on the Assn. of Women Directors of NAB, radio councils and related activities. Proposal of William B. Way, KVOO Tulsa, that the NAB make available in mat form a series of newspaper ads on the American system of broadcasting for local use, was tabled for lack of funds.

Fish

MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

WCBM

Baltimore's Listening Habit

John Elmer, President — George H. Roeder, General Manager

FREE & PETERS, INC.
Exclusive National Representatives

"Pappy bought one o' them lightenin' rods WFDF Flint wuz sellin'—but got hit twice in the same place."

"Going Your Way"

IN A BIG WAY

● Jordan Marsh Company, New England's largest department store, is another Boston institution to place its faith in the potency of fine music, assured entree into myriad New England radio homes by the power and prestige of station WBZ.

The Jordan Marsh Program.. institutional in slant.. is a half-hour of music presented on WBZ each Sunday afternoon, at 1:30. With a cast of 33, it features songs by Richard Preston, baritone, and the Jordan Marsh all-girl chorus of sixteen voices, the music of Rakov and his 15-piece orchestra.. and is rounded out with a 5-minute "Boston Story," by Carl de Suze.

Also at the same hour, 1:30 P.M., Jordan Marsh is on WBZ daily, Monday through Friday, with a quarter-hour program featuring de Suze and his Boston stories. Its title, "Going Your Way," is used as the theme for store-wide, year-round promotion.

WBZ is definitely "going your way" also, if you aim for intensive, economical coverage of the thriving New England market nestling in the WBZ primary. NBC Spot Sales will blaze the trail for you.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WOWO • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

A Declaration Of Independence

WCKY REJECTS NETWORK TERMS TO BECOME MOST POWERFUL INDEPENDENT RADIO VOICE IN MIDDLE WEST!

We fully appreciate the importance and popularity of "big-time" network shows! We've broadcast plenty of them! And we'd continue on a network basis if it were possible to do so without restrictions that would interfere with the type of program service we feel is most desired by our listeners and advertisers.

Network shows, however, have constituted a relatively small percentage of our radio time, and we are reluctant to carry them on increasingly difficult terms that would unfavorably affect the major portion of our program service which our listeners depend upon, day in and day out, throughout the year.

XUM

It is our belief that listeners will appreciate having this powerful station that can, and will, serve listener interests more efficiently, in a wider coverage area, through the elimination of confusing program shifts occasioned by optional network demands!

We propose, therefore, to broadcast independently! And we shall dedicate WCKY's vast technical and artistic resources, large-scale broadcasting experience and expert program service to the task of serving listeners first — free from all influences that would prevent us from doing the sort of job we feel is most important!

NEWS AND MUSIC IN THE 50,000 WATT MANNER!

NEWS ON THE HOUR AND FIVE MINUTES BEFORE THE HOUR!

WCKY

THE L. B. WILSON STATION

50,000 WATTS

Dedicated to the Public Interest

XUM

Editorial

"...it means America..."

AS THAT GREAT, silver C-54, "The Sacred Cow", which brought General Ike Eisenhower back to a hero's welcome, approached Washington's National Airport last week, the pilot tuned in an American broadcasting station.

The Supreme Commander, and those with him on the plane flying toward the Virginia Capes, first heard the sound of America, first recaptured the symphony of their own land in the voice of an American broadcaster.

There is intended here no attempt to claim for broadcasters any closer alliance to this smiling hero than is their due as citizens of the free land whose prestige he forwarded. But the average broadcaster must have felt a special kinship when General Eisenhower said these words, less than two hours after his homecoming, to a civic gathering at Washington's Statler Hotel:

"Were I a speaker instead of a soldier, there's one thing I should attempt to do today. It is to describe the feeling of the soldier returning to his home from the wars. For a long time these soldiers of mine, and I have been over in France, where we don't understand the language, and in Germany, where not only we don't understand the language, but where faces are sullen and eyes hostile.

"Getting home, then, means seeing friendly faces and welcome, it means hearing language that rings sweetly in our ears, it means commercials on the radio. All in all, it means America."

This was the voice of the commander of 3,000,000 American men and women, acknowledging himself their agent in receiving a grateful country's plaudits, pointing to the radio commercial as a symbol of freedom.

He and his fighting men have spent years in foreign nations where broadcasting is monopolized by controlling Governments. There are no commercial announcements.

Certainly General Eisenhower and his troops do not hunger for them with such avidity that their furloughs will be spent at radio receivers. But they know them for what they are: part of the American stream of consciousness, an active element in a free estate.

"All in all," he said, "it means America."

Ho-Hum Department

DREW PEARSON'S column for June 19:

"(President Truman) let Leonard Reinsch go back to his radio job in Atlanta the day after he handled himself badly in a press conference."

From United Press news reports, same date:

"Riding with the President (on his flying trip to the West Coast) were Press Secretary Ross, Secretary Connelly, *Special Radio Adviser Reinsch*, Military Aide Vaughn, etc."

P. S. Radio Adviser Reinsch lunched with the President on the South Portico of the White House last Monday, prior to their departure for the Coast.

Air Rights—& Wrongs

RADIO AND aviation, twin miracles of our era which have romped along hand in hand, are headed for domestic trouble. These two arts which use the ether are on the brink of their greatest development. Both need room. That's where the trouble brews. From the administrative standpoint, it's already here.

Television and FM, to render peak service, must have altitude for their antennas—the springboards from which their ultra-high, line-of-sight signals are bounced so as to "rain" on the nation's homes. Air transportation needs tremendously expanded airport facilities. Obstructions to air navigation close to airports must be avoided.

Both radio and aviation look for their home sites in areas contiguous to centers of population. Heretofore a single airport would do for even the biggest city. Postwar expansion contemplates a multiplicity of them—possibly different ones for different types of transport service. Similarly, radio must have new locations for FM and television (as well as AM) for the far-flung radio relay systems planned for networking of these new services.

We said the problem exists today. Many applications, cleared by the FCC, for new stations or modifications of existing ones and hundreds for FM and television are on file. The Civil Aeronautics Authority, interested in aviation and not in radio, is holding up clearances until Congress writes a new law for the vast airport construction program.

Such a bill, creating a $650,000,000 fund for Federal airport aid, has been written by the very House committee charged with radio legislation. It shortly goes to the House. If that bill becomes law in its present form, it could hamstring radio's development to point of virtual strangulation. The FCC, in effect, would be superseded as the radio licensing agency, because it would be up to the CAA to decide whether a station could locate in a given area.

Beyond that, existing installations which the CAA might conclude are located at sites desirable for new airports could be condemned as "airport hazards". Should the administrator decide to establish an airport at or near the site of an existing transmitter, he would have authority to remove, lower or relocate.

It doesn't take clairvoyance to foresee the obstacles to radio development if this bill passes as now written. Think particularly of the flat plains areas of the middle west where 1,000-foot antennas would be required for ultra-high transmission. Radio can't locate indiscriminately on a "what's left" basis.

The aviation industry obviously has done an able job of Congressional relations. Radio, on the other hand, appears to have been caught napping. The fact that the House Interstate & Foreign Commerce Committee, which handles radio as well as aviation, would draft such a bill without even considering the effect upon radio's development certainly indicates the committee either didn't know about or wasn't impressed with radio's impending plight.

The first thing needed is to redraft the Airport Aid Bill so the FCC will be able to continue its full licensing function without veto by CAA. Then radio must tell its story in the appropriate forums, lest it find itself smothered and suffocated by the very ether to which it gave voice.

Our Respects To -

★ ★ ★ ★ ★

DWIGHT DAVID EISENHOWER

ON BEHALF of broadcasters of the three Americas, a salute to General of the Army Dwight David Eisenhower!

To the deep admiration radio men hold for the hero of our times has now been added a fierce pride—a feeling of "he's *our* man"—since he chose "commercials on the radio" as one of the top things that made him glad to be home.

Gen. Eisenhower has recognized the potency of radio since his first invasion, and has continued to make use of it strategically, almost as an arm of his land, air and sea power.

In the invasion of North Africa, the first "force" to enter the country was the voice of Gen. Eisenhower, telling the French people the purpose of the landings and asking their aid. In a matter of days its effectiveness was proven in the cooperation of the people.

He continued using radio intensively throughout that campaign. At Casablanca, where he met with Gen. Giraud, he broadcast the ceremonies at which the remobilization of French forces took place. Numerous other broadcasts were made to brief the people for liberation.

When that greatest of all invasion days came —D-Day at Normandy—the General again took to the airways to tell the oppressed people of France, Belgium, Holland, Denmark, Norway, "This is it."

Perhaps more than any single broadcast, this was the one most eagerly awaited. It was the culmination of the months and years of expectation, of courageous listening with held breath as instructions for that moment had come trickling through concealed sets throughout Europe. The military value of that broadcast releasing the tremendous weapon of the underground can never be estimated. More important was the hope it brought to the hearts of people so long without hope.

On D plus 1, under Gen. Eisenhower's supervision was set up the American Expeditionary Forces Network, binding together the forces as a team, reporting the progress of the war to the men, and bringing them what was at that time their only source of relaxation and entertainment.

The fighting forces at St. Lo during the breakthrough there were spurred on by a "pep talk" from their Supreme Allied Commander. He broadcast to them again at the "Battle of the Bulge" in December. The spirit and magnificent personality of the leader carried through to the men.

There have been numerous other radio talks,

(*Continued on page 46*)

Portland ★ Oregon

TWO of the SAFEST PLACES in the U.S.A.!

★ **PORTLAND—Winner of First Place in the National Traffic Safety Contest for Cities 250,000-500,000 Population Group.**

★ **OREGON—Consistently "up in front" as a National States Safety Winner. Likewise in Pedestrian Protection.**

Traffic congestion zoomed upwards in this area swollen by war workers. Yet Portland and Oregon continued to establish new records in traffic safety. For many years KOIN has consistently worked, week in and week out, with the PORTLAND TRAFFIC SAFETY COMMISSION and OREGON'S SAFETY DIVISION. The station's safety activities are spearheaded by two veteran weekly program series. Among a radio station's Public Service duties, is there any more important than helping to save life and protect it?

Illustrated by dramatic cast, a blind man's own advice to motorists, pedestrians and his fellow sightless persons is broadcast on KOIN's weekly "Traffic Safety" feature.

KOIN Production Head Ted Cooke (left) hands to Sid King, state traffic expert, a transcription of the program shown above in the making. The ET will make the rounds of nine other Oregon stations, thus spreading the gospel of traffic safety throughout the state.

"TRAFFIC SAFETY"

in cooperation with the Secretary of State

"Oregon's safety program has benefited immeasurably through the year 'round weekly broadcast of KOIN's Traffic Safety show, as contrasted to periodic programs on special campaigns. Transcribed and rebroadcast on nine other stations, Oregon thus is assured consistent and complete geographical radio coverage in the interest of accident prevention."

ROBERT S. FARRELL, JR.
Oregon Secretary of State

★ ★ ★ ★

"PORTLAND TRAFFIC SAFETY"

in cooperation with Portland Traffic Safety Commission

"Thank you for helping Portland earn first place award for best traffic safety record among the cities of our population class throughout the United States for year 1944. Shortly after the safety commission was created in 1940, KOIN instituted a safety program, from which time . . . this program has been aired every week without a single interruption. This was the only radio program of this character and continuity."

RAY CARR
Portland Traffic Safety Commission
1944 Chairman

KOIN

CBS

PORTLAND, OREGON

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

WMT

Gives You The Largest Population (1,131,782*)

Within Its 2.5 MV. Line Of Any Station in Iowa

at the lowest cost per listener!

* STATION (B) 50,000 WATTS--1,018,035
STATION (C) 50,000 WATTS-- 430,628

Population Figures Based on 1940 Census

Represented by KATZ AGENCY

FOR best promotion of *Red Ryder* series, trophy cup is presented to Charles E. Couche (r), KALE Portland general manager, by J. E. Calnon, Portland plant manager, for sponsor Langendorf United Bakeries, San Francisco. Onlookers are (center l to r) Norman Davis, KALE commercial manager, and Leith Abbott, promotion-publicity director.

P&G LEADS MAJOR MEDIA ADVERTISERS

PROCTER & GAMBLE Co. leads the list of 1,628 national advertisers included in the 1944 edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio" published annually by the Bureau of Advertising, American Newspaper Publishers Assn. Volume, showing P & G as the top spender in these four media for the third successive year, lists all national advertisers spending more than $25,000 in any one of the four media.

Lineup of the top ten advertisers in all media shows little change from 1943. General Foods, General Motors and Lever Bros. remain in second, third and fourth places. Sterling Drug moved up to fifth place in 1944 from sixth in 1943. General Mills climbed from seventh to sixth. Colgate-Palmolive-Peet Co. moved from ninth to seventh. Coca Cola Co. remained in the No. 8 position and Liggett & Myers in tenth place. One newcomer, American Home Products Corp., broke into the list in ninth position.

All data for the volume, just released, were compiled for the Bureau by Media Records, which assembled the newspaper expenditures while radio, farm paper and magazine figures were taken from reports of Publishers' Information Bureau.

CBS Hillbilly Show

NEW MUSICAL variety show, *Barnyard Follies* featuring the national hillbilly champions, started June 16, Saturdays, 2:30-3 p.m. EWT on CBS. Program is a composite of hillbilly and popular music. Show is produced by Lewis Shumate and directed by Lamber Kohr.

Crump Renamed Head Of Kansas City Ad Group

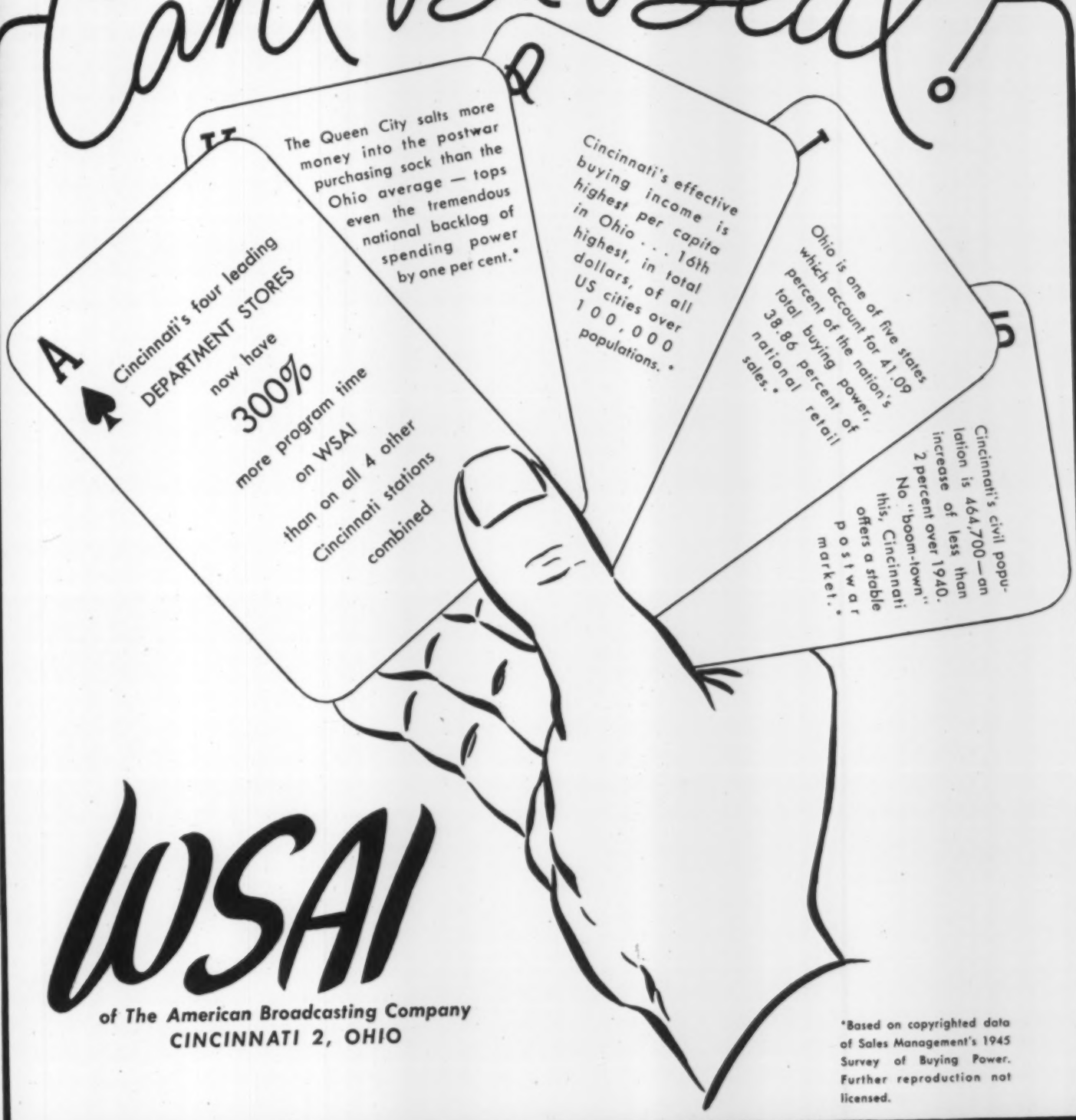
MURREL CRUMP, advertising manager of the Sinclair Coal Co., has been elected to his fourth term as president of the Advertising & Sales Executives Club of Kansas City. Other officers elected were: W. J. Krebs, Potts-Turnbull Adv., first v-p; A. J. Stephens, A. J. Stephens Co., second v-p; Kathryn Knappenberger, City National Bank, third v-p; G. E. Smith, Morantz Coal & Lumber Co., secretary; Cecil H. Taylor, Kansas City Southern Lines, treasurer.

R. H. Montgomery, Goodlander Mills Co.; J. B. Woodbury, R. J. Potts-Calkins & Holden; R. C. McCreery, George B. Peck Inc., were elected to serve three year terms on the board of governors. In competition with clubs throughout the U. S., Canada and Mexico, the Kansas City club recently was awarded the *Sales Manager's Magazine* silver trophy by the National Federation of Sales Executives for distinguished service to salesmen during the past year.

'American Newsletter'

AMERICAN network is mailing Volume 1 Number 1 of "American Newsletter", planned as a monthly clip sheet of background information, to affiliates, radio editors, civic and educational organizations, libraries, etc. Current issue contains a statement by Edward J. Noble, chairman, on the necessity of freedom of information, another statement by Chester J. LaRoche, vice-chairman, calling press and radio an inseparable team for democracy, quotes from the network's commentators, and stories and pictures of its programs and stars. Letter was prepared by Earl Mullin, head of the press department.

Can't Be Beat!

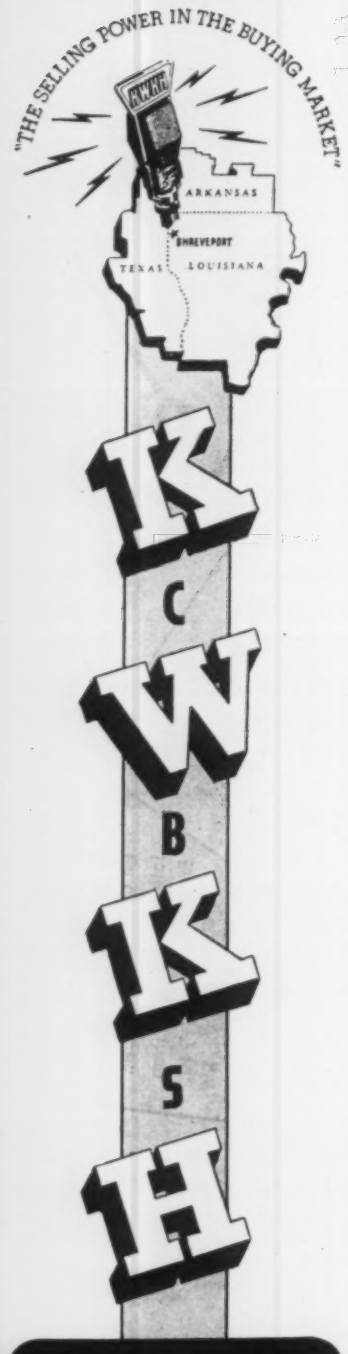

A
Cincinnati's four leading DEPARTMENT STORES now have 300% more program time on WSAI than on all 4 other Cincinnati stations combined
The Queen City salts more money into the postwar purchasing sock than the Ohio average — tops even the tremendous national backlog of spending power by one per cent.*
Cincinnati's effective buying income is highest per capita in Ohio . . . 16th highest, in total dollars, of all US cities over 100,000 populations.*
Ohio is one of five states which account for 41.09 percent of the nation's total buying power, 38.86 percent of national retail sales.*
Cincinnati's civil population is 464,700—an increase of less than 2 percent over 1940. No "boom-town" this, Cincinnati offers a stable postwar market.*

WSAI

of The American Broadcasting Company
CINCINNATI 2, OHIO

*Based on copyrighted data of Sales Management's 1945 Survey of Buying Power. Further reproduction not licensed.

represented by paul h. raymer company, incorporated



THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its **50,000 Watts** is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

MANAGEMENT

JAMES M. LeGATE, general manager of WIOD Miami, has been elected to the board of directors of the Miami Rotary Club.

PHIL MEYER, president and owner of KFYR Bismarck, N. D., is spending the summer at his cabin at Detroit Lakes, Minn., recuperating from an illness suffered last fall.

FRANK H. ELPHICKE, manager of CKWX Vancouver, MBS outlet in Vancouver, is on a five-week tour of eastern Canada and the U. S.

JOHN CARL JEFFREY, general manager of WKMO Kokomo, Ind., has been elected president of the Kokomo Lions Club.

A. MacGILLIVRAY, assistant director, RCA financial division, Camden, N. J., has been reelected a director of the Philadelphia Control of Controllers Institute of America for 1945-46.

HAROLD B. FELLOWS, general manager of WEEI Boston, has been elected second vice-president of the Boston Ad Club.

K. O. MacPHERSON, manager of KPFA Helena, Mont., has been elected president of the Helena Chamber of Commerce for the current year.

Our Respects To

(Continued from Page 42)

not so decisive as these, but nonetheless inspiring. As a network commentator said last week, "If there is one name that means more than any other to all the peoples of Europe, that name is Eisenhower."

Always encouraging the use of radio at his headquarters, and the equal treatment of radio and press correspondents, Gen. Eisenhower has surrounded himself with competent industry men. His Naval Aide, Capt. Harry Butcher, CBS vice-president, has been with him throughout his campaigns. Lt. Col. Walter Brown of NBC was his communications officer, Maj. Albert Wharfield of C. E. Hooper Inc. set up the voicecast system for him in the Mediterranean Theater. Brig. Gen. David Sarnoff, head of RCA, entered the General's radio picture in the European operations, setting up communications channels with the Signal Corps. Allied psychological warfare was guided by the hand of Col. William S. Paley, CBS president.

Director of Broadcasting Activities, SHAEF, was the former NAB publicity head and chief of the Radio Branch, Army Bureau of Public Relations, Col. Edward M. Kirby, who arranged for much of the radio coverage of D-Day. Gen. Eisenhower's brother Milton is a radio man, who was associate director and administrative chief of OWI, now president of Kansas State College, which operates KSAC Manhattan, Kan.

As a radio voice, Gen. Ike sounds exactly as you would expect him to sound—quick, decisive, sincere. And though, with his magnificent modesty, he protests he is "no speaker", his toast to Russian Gen. Zhukov, his speech to the Mayor of London, his message to Congress reached the heights of simple and sincere eloquence that only the great achieve.

Through his triumphs, he has constantly reminded the people that he is just Ike Eisenhower from Abilene, Kan., who would prefer to be merely the representative of all the GI's who fought under his command. Even in speaking with him there is none of the awe that usually surrounds such leaders. With his quick humor, that wonderful grin, and the warmth that glows from him, he seems like any other soldier home from the war.

Wants it That Way

That is the way he wants it. He begged the home folks on Eisenhower Day not to "high hat" him when he returned. Then he added, "The worst part of military rank is the loneliness. . . ." Never lonely as he grew up amid five brothers —each called Ike—he was the typical young American. One summer on vacation from West Point, he encountered a well-known boxer who boasted he could lick anybody in Kansas. Ike knocked him out in the second round.

Though many reports name Tyler, Tex., his birthplace, he was born in Denison, Tex., Oct. 14, 1890. Early in life his name became reversed from the original David Dwight. After graduation from West Point—where he was barred from school dances for a month because he did a fox-trot on the dance floor—he married Mamie Doud in 1916. They have one son, John Sheldon Doud, who was graduated from West Point, class of '44. Now a lieutenant, he served in ETO and returned with his father to the U. S.

In addressing Congress last week, Gen. Eisenhower said, speaking for each man who had fought under him: "He knows that in war the threat of separate annihiliation tends to hold Allies together; he hopes we can find in peace a nobler incentive to produce the same unity."

With Gen. Eisenhower as inspiration, international communications is ready as the instrument to promote that unity.

Nets Ask Navy to Cancel Pooling Plan Governing War Coverage in Pacific

NOW THAT correspondents and broadcasting facilities are available for Pacific war coverage, the four major networks have asked to cancel their pooling agreement made last December with the Navy.

In a letter to Rear Adm. H. B. Miller, Navy Office of Public Relations, news chiefs of CBS, NBC, American and Mutual pointed out that, on the basis of reports from their correspondents in the Central Pacific Command, they considered the agreement "no longer necessary or desirable".

"We propose to continue the system of pooling communiques over the Guam circuit as heretofore done," the heads of the news departments wrote. "It is also agreed that certain programs from advanced areas should be pooled. Hereafter this will be done at the discretion of the network chiefs at Central Pacific headquarters.

"Our decision to cancel the present pool agreement is based on the fact that all networks are now adequately represented in the theater to cover such transmission points as are available."

The networks had stipulated the agreement would be cancelled when three of the four decided to abandon it. They now have 39 men in the Pacific. NBC 13, CBS 7, Mutual 12, American 7.

MADISON FORMING RADIO DEPARTMENT

NEW radio department is being established at the Madison Adv. Co., New York, formerly Glicksman Adv. Co. H. Sumner Sternberg, formerly merchandising director and account executive of L. H. Hartman Co., New York, will head the department, bringing several accounts which he says will use radio.

Mr. Sternberg has handled a number of national accounts including Alfred Dunhill of London, Russek's of Fifth Avenue and Parfum Lorle. Collaborating in developing the radio section is David Gibson, who handled Adam Hat Co. account for Glicksman. Madison has taken an entire floor at 400 Madison Ave., New York.

COMMERCIAL

HAROLD K. CARPENTER, for 22 years with Foster & Kleiser Co., has joined KNX Hollywood as account executive.

L. A. (Bus) MANWARING, KSL Salt Lake City account executive, has been named Bishop of the Salt Lake City Waterloo L. D. S. Ward. He is the youngest man ever to be appointed a Bishop of that Ward since its organization in 1905.

CARL ARGABRITE, formerly of KTFI Twin Falls, Ida., now heads local sales at KPFA Helena, Mont.

LEONARD BUNKIN, former salesman of WIP Philadelphia, has been released from the Army.

FRED DINERT, salesman for WHAT Philadelphia, is the father of a boy.

EDWARD PETRY, president, Edward Petry & Co, is out of the hospital and recuperating after a reportedly serious illness.

RADIO ADV. Co., New York, has been appointed national sales representative of KROW Oakland, Cal.

SPOT SALES, New York, has been named national representative for The Friendly Group: WSTV Steubenville, O., WFPG Atlantic City, WJPA Washington, Pa., and WKNY Kingston, N. Y.

REYNOLD R. KRAFT, sales manager of NBC television department, is to speak at the July 26 meeting of Baltimore Kiwanis Club.

JOE MATHEWS, formerly of merchandising department Young & Rubicam, Chicago, on June 25 joins Weed & Co., Chicago, as salesman replacing **CHARLIE ADELL**, who moves to Detroit [BROADCASTING, May 21].

LEW H. MUEHLBAEUR, former public relations and advertising executive for the U. S. Employment Office, has joined the sales staff of WKBN Youngstown, O.

THESE
20
W S M
YEARS

WE SPONSOR THE SPONSORS

Of course, many of our sponsors are closely knit with the WSM territory. These have made their own friends, and are holding them well. But to many of those whose programs go out over our clear channel, the sponsorship of WSM, the very fact that WSM allots them time, is a door-opening introduction to the five million people in our listening area. It is an area whose doors do not open easily,—but where the latch-string is always out for the entrance of an old friend.

WSM
NASHVILLE

THE VOICE THAT **OPENS STERNLY GUARDED DOORS** IN AN AREA OF FIVE MILLION GOOD CUSTOMERS

HARRY STONE. *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

. . . its "legs" were real

The first xylophone, dating back to prehistoric days, consisted of a primitive man (or more likely a woman) with wooden bars placed across his bare legs and a club in his hand. Women seemed to play the instrument more than men, perhaps because they liked to sit down a good part of the time. In early Madagascar, the instrument became so complicated that it took two players to beat the bars—still held on one of the musician's legs.

The predecessor of swing

So many bruised shins resulted from earnest but inaccurate xylophonists that some enterprising savage conceived the idea of laying the wooden bars across two logs. Later the logs evolved into a stand, and the Bantu negroes fastened hollow gourds beneath the bars for added resonance.

By this time, xylophone music had become gay and tuneful, and was used as an accompaniment for spirited dances.

There's music in the wood pile

Although the xylophone was mentioned in Europe as early as 1511, it was not until 1830 that it achieved any recognition. By 1875, xylophone parts were being written into symphonic arrangements.

The modern xylophone, known as the "wood pile," is merely a series of wooden slabs separated by isolators of wood or felt. The range has been increased to three chromatic octaves, and for convenience in playing, the bars are arranged in two or more rows, indented into each other.

The gay tempo of xylophone music, with its many flourishes, graces, rolls and shakes, calls for the best in recording. And the best is

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

PRODUCTION

PETER BOCHAN, formerly with WWSW Pittsburgh, has joined WNAB Bridgeport, Conn., as chief announcer and program director.

WILLIAM CORNISH, assistant commercial program manager of Mutual, June 21 married Margaret L. Cameron of Bedford Hills, N. Y.

JAMES RAFTER, conductor of "Veteran's Aid" on WINS New York, June 20 was given the annual National Commanders' award of the Catholic War Veterans in recognition of service rendered through the program.

MAJ. EDWARD D. ANDRUS, former announcer and dramatic director at Norfolk, Va., and Signal Corps veteran in C-B-I, has been appointed chief of the Signal Branch, Oklahoma City Air Technical Service Command, Tinker Field, Okla.

GUY ROBERTSON has been appointed production director of KWK St. Louis.

PVT. BERNARD DUDLEY, former CBS announcer, has been assigned m.c. of the weekly WRDW Augusta, Ga., "Camp Gordon Capers" program. New WRDW announcers are **JOE HUNT** and **JAMES STANLEY**.

JACK STRADER, announcer, from WCPO to WCKY Cincinnati.

HARRY WOODLE, formerly with KID Idaho Falls and KHJ Hollywood, to KDYL Salt Lake City as announcer.

NED LYNCH, from KFEL Denver, joins KDYL Salt Lake City as writer.

DELL BAXTER is new announcer with WFBL Syracuse.

MELVIN STUART joins WHAT Philadelphia as announcer succeeding **JACK CLEARY**, to WPEN Philadelphia.

WALTER ROBINSON, from announcing staff of KYW Philadelphia, to WQXR New York.

JOHN A. DEEGAN has joined KYW Philadelphia as announcer.

BOB SHERRY, NBC announcer and m.c., is the father of a girl born on Father's Day.

WILLIAM R. PEER, former scriptwriter with Phillips H. Lord Inc., has joined NBC as a staff writer.

HAL MOORE, WNEW New York announcer, is the father of a boy born June 13.

RUTH CRANE, director of women's activities, WMAL Washington, has been elected president of the Women's Advertising Club of Washington.

LYNN McCURDY Jr., formerly of KFJI Klamath Falls and KGW Portland, Ore., to KIRO Seattle as announcer.

BRUCE C. CLARKE Jr., Rdm. 3/c, former announcer with WFBL Syracuse, is now aboard the USS Noble somewhere in the Pacific.

BILL MAGNER shifts from WCCO Minneapolis to KOTA Rapid City, S. D., as announcer.

AL COLLINS, former announcer of WIOD Miami, to WIND Chicago.

DON OTIS, program director of KMPC Hollywood, has resigned to devote full time to his programs. **HERB WIXSON**, assistant manager in charge of sales, has taken over supervision of programming. **JACK LITTLE**, after 2½ years in service, has returned to station as announcer. **ARTHUR C. RYAN**, former announcer of KOIN Portland, has been added to KMPC staff.

CAPT. FRANK LYNCH, recently released from the Canadian Army and returned to CKLW Windsor-Detroit [BROADCASTING, May 28], is now on leave from CKLW as supervisor, Forces Production, for CBC Montreal.

EDWARD JAEGER, formerly with Studebaker Corp., Chicago, and WGKV Charleston, has joined the announcing staff of WKMO Kokomo, Ind.

RAY BERGMAN, KSL Salt Lake City continuity writer, has been awarded the Master of Business Adm. degree at Northwestern U.

MARTIN J. FLANIGAN, formerly of WDMJ Marquette, Mich., to announcing staff of KPFA Helena, Mont.

ANTON M. LEADER, producer-director for NBC, has resigned to freelance, with "Now It Can Be Told", five weekly evening quarter-hour on MBS, as his first independent assignment.

MADELEINE CLARK, CBS staff writer on "Waves on Parade" program, was married June 14 to Lt. Edward B. Winslow, USCG, whom she met while doing research for the CBS program.

ERNIE RICCA, MBS director of the "Dick Brown" program, is the father of a boy born Father's Day.

SGT. LEO KAYE, former continuity editor of the American Forces Network in London [BROADCASTING, April 30] released from service June 16, has joined KDKA Pitsburgh as producer and director.

MATTIE ROTENBERG, commentator on women's affairs for CBC Toronto, has been awarded the 1945 Canadian Women's Press Club Memorial Award for her broadcast "The Postwar Woman". Contest was judged by **MARGARET CUTHBERT**, director of women's and children's programs for NBC New York.

PAUL CROWLEY, announcer of KPFA Helena, Mont., is the father of a boy.

PETE PADILLA, formerly of KQW and OWI San Francisco, has joined KROW Oakland, Cal., as announcer.

FRANK LOKEY Jr., formerly of WMSL Decatur and WSGN Birmingham, Ala., has joined the announcing staff of WNOX Knoxville, Tenn.

JOHN T. REICH is a new director-writer for CBS New York television station, WCBW. He has been an associate professor at Ithaca College, New York, and is recently returned from Hollywood where he studied screen acting technique.

WILLIAM DRIPS, NBC Chicago director of agriculture, has been named a consultant in radio agriculture broadcasting for OPA.

LT. (j.g.) HAL SCHER, former CBS announcer known as Hal Sawyer, has been assigned to the CBS show "Builders of Victory", as Navy representative and liaison officer.

JEANNE MEYER, CBS secretary, has been transferred to the network's writing staff.

MARX LOEB, CBS producer, effective July 8 takes over direction of "Report to the Nation", sponsored by Continental Can, New York, Saturday on CBS, thru BBDO, New York. He replaces **EARLE McGILL** who is leaving CBS to freelance.

GEORGE CASE, production manager at WBBM Chicago, has resigned effective July 6 to become program and production manager of KABC San Antonio.

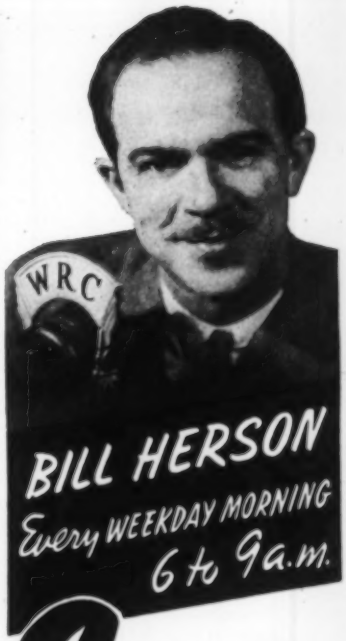
JOHN DUNHAM, former WBBM Chicago announcer who has been a German prisoner of war until recently released by the Russians, has rejoined the station.

MILTON ROBERTSON, former continuity director and chief script writer at WNEW New York, has joined Trans-American Television & Broadcasting Corp., New York, as writer for Bendix Aviation Corp. CBS program, "Men of Vision".

'School' Time Change

WHEN CBS's *School of the Air* resumes next fall it will probably be after 4:00 p.m. (EWT). Decision to shift from 9:15-9:45 a.m. spot is to take it out of school hours which have always presented a problem because of different time zones. Another reason for shift is to retain Arthur Godfrey in the morning spot and in the repeat at 3:30-4 p.m. (EWT). Godfrey was originally scheduled as a summer replacement for the educational show.

COLUMBIA RECORDING Corp., Bridgeport, has released an album of Norman Corwin's "On a Note of Triumph" program, broadcast on CBS on V-E Day. Album, containing six discs recorded on both sides, will be sold for $6.50. Decca Records originally put in an offer to record the program and was refused.



first

CHOICE

of

Washington Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST IN WASHINGTON

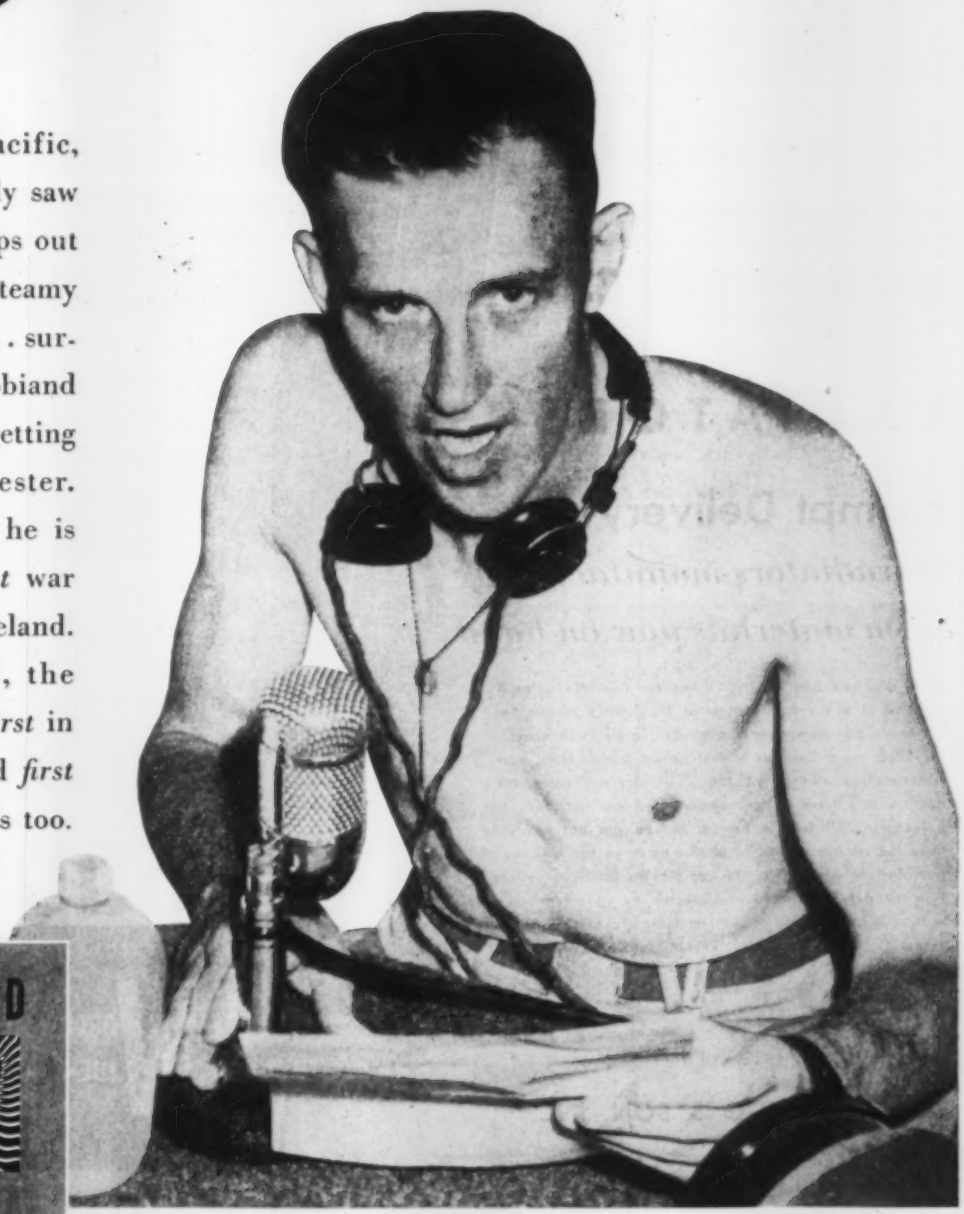
WRC NBC

Represented by NBC SPOT SALES

Edward Wallace, WTAM'S WAR CORRESPONDENT TELLS CLEVELAND

"I was there!"

14 months in the South Pacific, EDWARD WALLACE actually saw our fighting men blast the Nips out of their holes. He wallowed in steamy jungle . . . slept in fox holes . . . survived the invasion of the Trobiand Islands and narrowly missed getting "rubbed out" on Cape Gloucester. . . . With WTAM since May he is the *first actual radio combat* war correspondent to serve Cleveland. Another *first* for WTAM, the Cleveland station that's also *first* in day and night listening . . . and *first* in all program popularity polls too.



EDWARD WALLACE, *stripped for action in New Guinea. Now ace commentator and News Director at WTAM, Cleveland.*

FIRST in CLEVELAND

WTAM

50,000 watts

Represented by NBC SPOT SALES

Place Your Order Now . . . *for*

LINGO VERTICAL TUBULAR STEEL RADIATORS

Prompt Delivery

on radiators manufactured from materials now on hand

Now, you can buy a LINGO Vertical Radiator without the use of priorities. Because of the limited amount of materials and components available, orders will have to be filled on a first-come, first-served basis. Until such materials are made available in greater quantities, production will have to be concentrated on radiators not exceeding 250 feet in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver the radiator to you with your option to have it installed and erected by us when you are ready. We urge you to act immediately and thus be assured of having your radiator on hand when you want it.

Please include in your inquiries the radiator height required and approximate site so that complete quotation can be immediately made covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.

Est. 1897

CAMDEN, NEW JERSEY

ALLIED ARTS

JOHN ORR YOUNG, co-founder of Young & Rubicam, and **HAROLD C. MEYERS**, head of Institutional Relations, have formed a public relations firm, Young & Meyers, at 4 E. 53d St. Mr. Young retired from Y&R in 1936.

FRANK A. SCHOTTERS has been named vice-president in charge of production for the Crosley Corp., Cincinnati. Mr. Schotters has been works manager of the Western Cartridge Co. plants in East Alton, Ill.

Mr. Schotters

COOPERATIVE Analysis of Broadcasting, New York, has expanded the tabulating staff of its member service department so that subscribers may secure breakdowns by 15-minute periods of ratings of half-hour and hour programs. Department can now also offer various other special analyses.

WIRE RECORDER Development Corp., Chicago, which handles all business and licensing activities for Armour magnetic wire sound recorder, has moved to larger quarters in Field Bldg., 135 S. LaSalle St.

SIDNEY J. ABELSON, formerly in the radio department of Pedlar & Ryan, New York, has joined William J. Ganz Co., New York, producer of commercial films, as sales promotion director.

CHARLES S. O'DONNELL, who resigned as director and vice-president of J. M. Mathes Inc. last Feb. 1, has formed his own company, Charles S. O'Donnell & Co., public relations council, at 220 E. 42d St. Firm will specialize in Latin American public relations.

CAL KUHL, for two years radio director of The Blow Co., has been appointed West Coast recording manager of RCA-Victor Division, Hollywood, succeeding **HARRY MEYERSON**, to Decca Records Inc., New York (BROADCASTING, June 11). Mr. Kuhl will continue outside radio production.

WILL YOLEN, director of special events for Warner Bros. Pictures, was elected president of the Publicity Club of New York Inc., succeeding **WILLIAM P. MALONEY**, publicity director of BBDO. Other officers are: **KATHERINE WELLINGBROOK**, head of her own publicity organization, first vice-president; **GEORGE ANDERSON**, Pendleton Dudley & Assoc., second vice-president; **DOROTHY MYERS**, Austin-Wilder agency, recording secretary. Among directors elected are: **JULIE MEDLOCK**, head of own agency; **BUSH BARNUM**, Benton & Bowles, and **WESTON SMITH**, vice-president and director of public relations, "Financial World."

COMMERCIAL PROGRAM SALES, new department organized by WOR New York, will create, develop and sell live or transcribed package programs of all varieties. Programs will be for commercial sales exclusively and will be available for use on any station or network selected by sponsor or agency. **EDMUND B. (Tiny) RUFFNER**, WOR commercial program manager, heads new department which also will produce and sell recorded programs for syndication.

NATIONAL BROADCAST SALES, Toronto, has opened a transcription department to handle Canadian productions of U. S. transcription producers, with **R. E. McGUIRE**, formerly of All-Canada Radio Facilities, Toronto, as manager of the transcription division.

C. E. HOOPER, president, C. E. Hooper Inc., addressed the radio seminars of KMBC Kansas City and KOIN Portland, Ore., during a swing around the country that included station meetings in Chicago, Salt Lake City and Seattle.

NEWS

JACK STONE, continuity editor of WRVA Richmond, Va., has left for the Pacific Theater to interview servicemen from Virginia. He will prepare material for daily programs for the next few months.

KATHERINE CLARK, women's commentator of WCAU Philadelphia, was to leave June 18 for ETO for an indefinite period to observe operations of Allied Military Government. She will prepare twice-daily Monday through Friday discs to be flown to WCAU.

NBC soon is to send five more correspondents to the Pacific to strengthen the network's war staff there without weakening European coverage. Five to leave are: **ROSS McCONNELL**, KOMO Seattle; **HOWARD PYLE**, KTAR Phoenix; **WALFRED JOHNSON**, former press association correspondent released from the Marine Corps, all of whom go to Manila; **RAY CLARK**, WOW Omaha, to Guam, and **CHARLES MINER**, Chungking editor and New York Post correspondent, who stays in Chungking.

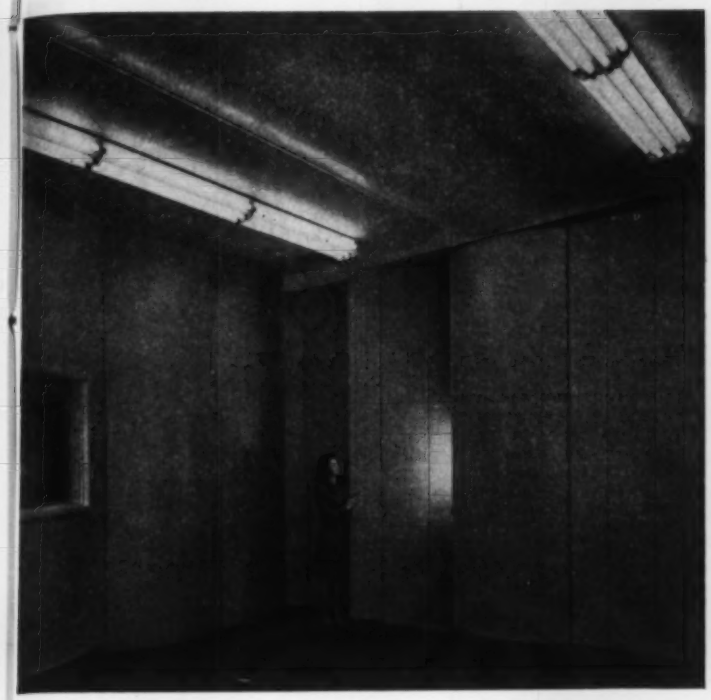
THOMAS B. LESURE, former news editor of WNAC Boston, to WCOP Boston as news rewrite man.

NBC PRESS department, WEAF New York and Mary Margaret McBride, WEAF commentator, will entertain July 9 at the Waldorf-Astoria Hotel for Ben Gross in honor of his 20th year as radio editor of the New York Daily News.

5000 WATTS

WORLD'S WIDER **M**EMORABLE MARKET **B**ATTLE BETTER **G**ROUNDS GUARANTEE

NBC IN RICHMOND, VA.



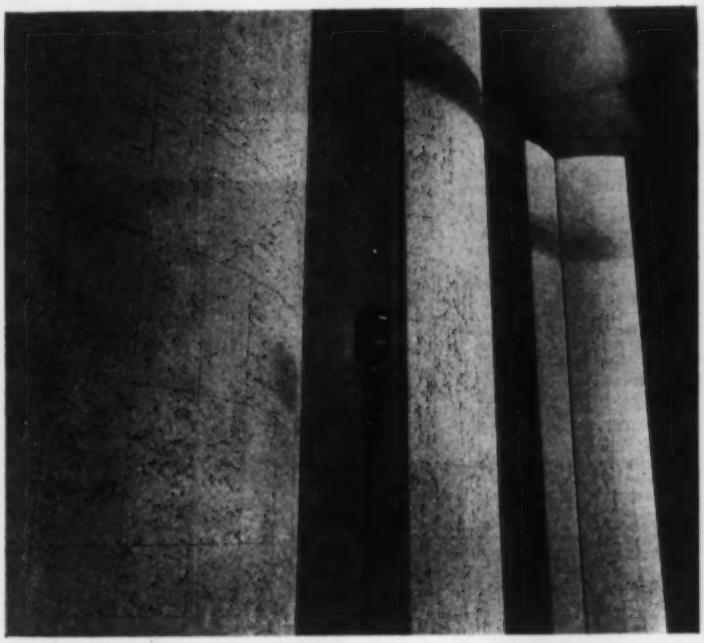
REVERSIBLE PANELS of both live and dead surfaces make it possible for the radio producer to control the "bounce" of the sound waves as desired, and according to the nature of the program being broadcast.

ALTHOUGH KSL's POLYACOUSTIC STUDIOS look like something out of "Buck Rogers," this futuristic appearance is coincidental. Cylindrical surfaces are used because of what they do, not how they look.

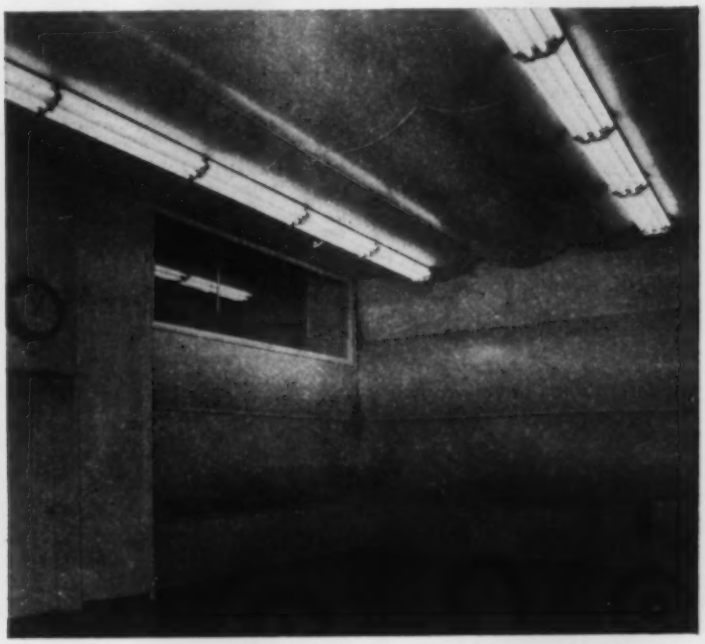
KSL Pioneers In Development of Polyacoustic Studios

SPECIALLY DESIGNED STUDIOS FOR NARRATION

UNTIL recently relatively little attention has been paid to the scientific control of sound waves in radio broadcasting studios. Today this subject is receiving the attention of many of the nation's topflight stations. One of the outstanding examples is that of KSL (Salt Lake City), where sound engineers, after an intensive 3 year study of the problems, completed the Polyacoustic studios illustrated here. Another example of KSL pioneering, the Polyacoustic studios enable KSL listeners to enjoy programs that are richer, fuller and more brilliant than ever before.



DRAMATIC BROADCASTS SOUND BEST from this type of studio, primarily designed for the human voice. Alternating dead and live surfaces here give a new "naturalness" to the voice in radio broadcasting.



LIVE SURFACES AS SHOWN HERE reflect sound waves, and the curves control the direction and amount of reflection. They allow just the right amount of reflection, then cause it to fade away.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

2000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

SPONSORS

L. E. WATERMAN Co., New York (pens), starts sponsorship sometime in September of "Gangbusters", tentatively scheduled for the Saturday 8-8:30 p.m. spot on American. Contract for 52 weeks placed thru the Charles Dallas Reach Agency, New York.

ALFRED N. STEELE, former vice-president of D'Arcy Adv., has been elected vice-president of the Coca Cola Co. to coordinate merchandising activities.

ALLIED MILLS, Fort Wayne, Ind. (poultry, livestock feeds, has appointed Western Adv., Chicago, to handle advertising effective July 1. Radio will be used.

LOUIS MILANI FOODS Inc., Chicago, has appointed Jim Ward & Co., Chicago, as agency. Radio is being planned.
Chicago, as agency. Radio is being planned.

VERNON CANNING Co., Los Angeles (Newmark Fine Meat Products), has named Brisacher, Van Norden & Staff, Los Angeles, as agency. Radio may be used later.

PAUL F. BEICH Co., Chicago (Whiz candy bar), has signed for three station-breaks weekly for 52 weeks on KYW Philadelphia, thru Arthur Meyerhoff Co., Chicago.

OMNIBOOK, New York (magazine and book publishing Co.), starts sponsorship Sept. 8 of John Mason Brown's "Of Men and Books", on WABC New York Sat. 2-2:15 p.m. for 13 weeks. Account placed direct.

ILLINOIS MEAT Co., Chicago, starting June 30 sponsors Dick (Two Ton) Baker in a program of song and piano specialties 10:15-10:30 a.m. on WGN Chicago. Contract is for 52 weeks, thru Arthur Meyerhoff & Co., Chicago.

GENERAL CIGAR Co., New York (White Owl cigars), has dropped sponsorship of Earl Wilson on Mutual and is planning to schedule a new show for the fall. Agency is J. Walter Thompson Co., New York.

ARTRA Cosmetics Inc, Bloomfield, N J., for Sutra sun cream is using a limited spot campaign on WNEW and WOR New York and on two Philadelphia stations. Agency is Kelly-Nason, New York.

METRO-GOLDWYN-MAYER, New York, for new picture "Blood on the Sun" opening in New York June 28, is using a heavy spot announcement campaign on the following New York stations: WABC WEAF WJZ WOR WLIB WOV WMCA WQXR WHN WNEW. Announcements run from station-breaks to one-minute commercials used on stations in varying frequencies. Agency is Donahue & Co., New York.

MELVILLE RADIO INSTITUTE, New York, thru newly appointed Seidel Adv., New York, has started a spot campaign with till forbid contract on WINS New York. Campaign will be increased.

SOIL-OFF Mfg. Co., Glendale, Cal. (liquid paint cleaner), has appointed Ruthrauff & Ryan, Hollywood, to service account effective July 1. Radio will continue to be used.

RIVERSIDE RANCHO, Los Angeles (ballroom), has started weekly half-hour program featuring Spade Cooley and orchestra on KECA Los Angeles. Contract is for 13 weeks. Firm in addition uses five-weekly participation in "Al Jarvis' Make Believe Ballroom" on KFWB; six spots per week on KFWB KPAS; seven weekly on KIEV and two daily on KFVD. Dean Simmons Adv., Hollywood, has account.

HASSENSTEIN Co., Hollywood (Movie Wave), in early June expanded local spot sechedule on KFVD and KRKD to a national campaign. Firm currently uses weekly quarter-hour program on KJBS San Francisco as well as a varied schedule of five-minute programs on WJR Seattle, KMYR Denver, KXL Portland, WJAS Pittsburgh, Intermountain Network (KID KVRS KVNU KEUB KOVO KLO). Dean Simmons Adv., Hollywood, has account.

ARDEN FARMS, Los Angeles (dairy products), July 9 starts five-weekly quarter-hour home economics program with Polly Patterson on KMPC Hollywood. Contract for 13 weeks placed thru Productive Adv., Los Angeles.

WILLIAM SCHEIBEL, former advertising manager of the Benrus Watch Co. and Bulova Watch Co., has been appointed advertising manager of Waltham Watch Co., Waltham, Mass.

PAXTON & GALLAGHER Co., Omaha (Butter-Nut coffee), has signed for 9 a.m. newscast Mon. thru Sat. and 10 a.m. newscast Sun. on KSAL Salina, Kan. Contract is for 52 weeks. Phillips Petroleum Co., Bartlesville, Okla., is sponsoring Mon. thru Sat. 10 a.m. quarter-hour newscast on KSAL for 52 weeks.

E. H. CALHOUN has been appointed advertising manager of Jaques Mfg. Co., Chicago (KC baking powder). He will be in charge of sales promotion and public relations, succeeding **FRED SLAYTON**, resigned.

ALAN RANDALL, assistant advertising manager of Best Foods Inc., New York, has been appointed director of advertising and merchandising. He succeeds **J. L. CALLAHAN**, to copy-writing staff of Young & Rubicam.

F. W. WOOLWORTH Co., New York, has appointed J. M. Mathes Inc., New York, to handle advertising for all its retail stores in U. S. and Canada. Mathes already had the New York section of the Woolworth account and now takes over entire company advertising.

M. LOUIS PRODUCTS Co., New York (Eggnog Shampoo), on June 24 started recorded quarter-hour program, "Casa Cugat", featuring music by Xavier Cugat and orchestra, on WOR New York for 52 weeks. Besides WOR, program is now heard on WCAU WHDH KGO. Other stations may be added. Agency is Hirshon-Garfield, New York.

HILLS BROS., New York (Dromedary Mixes), has taken a summer hiatus on the majority of stations carrying spot announcements but will resume early in September with an expanded schedule. Agency is Blow Co., New York.

TWENTIETH CENTURY Paint & Varnish Co., Brooklyn, has appointed Ellis Adv., New York, to handle advertising. Radio is said to be considered.

REFINED SYRUP & SUGARS Inc., New York (Flo-Sweet Liquid Sugar) has appointed Fuller & Smith & Ross, New York, to handle advertising. Radio will be used in the Middle West.

HOLLANDS JEWELRY Co., Chicago, has signed for a live station-break weekly on WBBM Chicago, effective June 24 for 52 weeks, thru Malcolm-Howard, Chicago. Kroger Grocery & Baking Co., Cincinnati, started six transcribed station-breaks weekly effective June 17 for six weeks thru Ralph H. Jones Co., Cincinnati. John Puhl Products Co., Chicago (laundry bleaches), will use three live station-breaks weekly effective July 7 for 13 weeks, placed thru Roche, Williams & Cleary, Chicago.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), June 16 began sponsorship on WBBM Chicago of "Professor Van Dusen . . . Master of Mystery", Saturday 6-6:30 p.m. Contract for 52 weeks placed by Campbell-Mithun, Chicago.

FRED W. AMEND Co., Chicago (Chuckles candies), has appointed Henri, Hurst & McDonald, Chicago, to handle advertising effective Aug. 1. Radio will be used. Account was formerly handled by Geo. H. Hartman Co., Chicago.

C. Z. CHEMICAL Co., Beloit, Wis. (floor polishes), has signed for six spots weekly for 13 weeks on KTSA San Antonio, thru Klau-Van Pieterson-Dunlop, Madison, Wis.

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges), in four-week summer campaign on June 18 started schedule of daily spots on: KMPC KECA KFAC KFI KFWB KHJ KMTR KNX KRKD KWKW KPAS KIEV. Agency is Foote, Cone & Belding, Los Angeles.

20TH CENTURY-FOX FILM Corp., Los Angeles, to promote local showing of the film "Nob Hill", on June 18 started daily spot schedule on KFAC KNX KECA KMPC KFI KHJ. Contracts are for 13 weeks. Agency is Western Adv., Los Angeles.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N B C

MISSISSIPPI'S CASH SPEAKS UP!

An increase of 131 per cent in Mississippi bank deposits during the last three years * is a clarion call to alert advertisers. Bank deposits have climbed from $271,000,000 to $629,000,000! Mississippi's agricultural, industrial and oil increases are steadily building bigger and better business in America's state of opportunity.

WJDX — the DOMINANT "Voice of Mississippi" effectively, efficiently covers this expanding market.

* State Bank Commission

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

WINN

LOUISVILLE

Amarillo—*Growing "Capitol" of The Panhandle*

The stability and prosperity of the Amarillo market are assured by the large income derived from cattle, oil and gas, wheat and industrial business of a permanent nature. The combined receipts for 1944 of three basic classifications: cattle, oil and gas, and wheat will run close to $325,000,000.

1944 retail sales of $42,333,000 show an impressive 60% increase over 1939.

This market is most aggressive . . . one where your message reaches responsive buying power.

KFDA's large, and growing "Share of the Audience" together with planned promotion and merchandising services produce results at low cost. Let us give you the complete facts.

● NUNN STATIONS

KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI { Ashland, Ky. / Huntington, W. Va.

—Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

REPRESENTED NATIONALLY BY
THE JOHN E. PEARSON CO.

Amarillo, Texas

KFDA
A NUNN STATION

Howard P. Roberson, Manager

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

TECHNICAL

J. A. PEARCE, assistant chief engineer at WWSW Pittsburgh for over 13 years, has resigned.

LUTHER MARTIN, formerly of KWTO Springfield, Mo., to WGAA Cedartown, Ga., as chief engineer.

M. M. (Pete) ELLIOTT has been appointed assistant to **S. M. FINLAYSON,** general manager of Canadian Marconi Co., Montreal.

R. J. (Rollie) SHERWOOD, former assistant to the president, General Dry Battery Inc., has been named sales manager of Hallicrafters Co., Chicago.

WARREN LEE PIERSON, president of the American Cable & Radio Corp., New York, has been named to head Commercial Cable Co., subsidiary firm. Mr. Pierson, former president of the Export-Import Bank in Washington, fills position left vacant for several years since death of **JOHN GOLDHAMMER.**

DR. O. S. DUFFENDACK, former research director of the North American Philips Co., New York, has been named vice-president directing research and engineering. **E. J. KELLY,** manager of manufacturing, is now vice-president and general factory manager.

PAUL SCOTT, released from the Army Air Corps on the point system, has joined the engineering staff of WGAA Cedartown, Ga.

JACK NEFF, released from the service, has returned to the technical staff of WOL Washington.

A NEW unit for measuring DC or AC voltage, resistance, audio level and FM discriminator balance, has been announced by RCA. The RCA 195-A Voltohymst, unit combines a 6-range DC voltmeter, and ohmeter reading from 0.1 ohm to 1,000 megohms, a 6-range AC voltmeter, a linear audio frequency voltmeter, an audio level meter and an FM discrimator balance indicator.

PROGRAMS

POSTWAR plans for Indianapolis are being "sold" to its citizenry through "Quiz Your Mayor", new Monday evening program started on WIRE Indianapolis. Representatives from civic clubs and organizations are invited to attend broadcasts. The Wm. H. Block Co., department store, has given time to Indianapolis Chamber of Commerce and the Indianapolis Postwar Planning Committee. Program is handled by Gwin Adv., Indianapolis.

Better Vision Series

DEDICATED to the cause of eyesight conservation, "Eyes on the Future", new weekly quarter-hour series, started on WNEW New York June 24 8:45-9 p.m. Featuring short educational addresses by science editors and authors, program is presented in cooperation with Better Vision Institute. Music is by stars of Metropolitan Opera Co. and members of the New York Philharmonic Society.

Glimpse of Home

QUARTER-HOUR "home on leave" has been effected by broadcasters of Springfield, Mass., for local boys now in ETO through preparation of a special program of home town folks and memories. Recorded by WSPR Springfield, program was sent overseas for rebroadcast as part of the Army Radio Service series "Let's Go to Town".

Teen-Age Problems

NEW TELEVISION program dealing with teen-age problems started June 21 on WCBW New York, CBS video station. Weekly half-hour telecast is presented by WCBW in collaboration with United Parents Assn. of New York City. Each program gives dramatization of an adolescent problem as submitted by a teen-ager.

Service Humor

SERVICEMEN and service publications such as "Yank", "Stars and Stripes" etc. provide comedy material for "GI Laffs" starting on CBS June 28, Thursday 8:30-55 p.m. A $100 Bond will be awarded each week for best 10-minute comedy sketch submitted by a serviceman. Bonds also will be presented for best jokes.

WNBT Classic Plays

WNBT, NBC video station in New York, is presenting a series of great classical plays which began June 17 with Moliere's "The Bourgeois Gentleman". Adapted and produced for television by Dr. Herbert Graf, NBC operatic producer, this French comedy was given with a background of Strauss music and included a ballet.

Congressmen on WIND

CONTROVERSIAL subjects are basis for new series "Congress Reports" on WIND Chicago, Sunday 8:45-9 p.m. Program offers equal time to Democratic and Republican members of Congress who live within a 150-mile radius of Chicago.

Weather Report Service

COMPLETE weather reports for boatmen, fishermen and vacationers in the New York area has been started by WPAT Paterson, N. J., as a public service. Detailed summaries are aired 80 times weekly.

KMBC Air Almanac

KMBC Kansas City has started a five minute "Daily Almanac" program at 6:10 a.m. giving weather forecast and barometer readings for the benefit of rural listeners in the four-state area.

Veterans Service

STARTING today (June 25), WMCA New York offers special house and apartment-locating service to discharged servicemen and their families, giving veterans time on "Real Estate Roundup" 8:03-8:15 a.m. daily.

WHBQ Schedule

BECAUSE listeners are staying up later due to the hot weather, WHBQ Memphis is bolstering its nighttime schedule with top dance music programs recorded earlier from the Mutual line.

News Comedy

FIVE-MINUTE comedy news feature, "Chuckles From the News", is now aired Monday through Friday 10:25-10:30 a.m. by American Network. Stories are from wire of AP, UP, INS.

Civic Planning

CIVIC planning series titled "New York Tomorrow" has been started on WLIB New York. Quarter-hour weekly broadcast presents talks by city officials and leaders.

PITTSBURGH ADVERTISERS KNOW THE LOCAL SCORE

That's why it means something that 7 of Pittsburgh's 8 leading department stores used KQV last year.

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

NBC Station For WINSTON-SALEM GREENSBORO & HIGH POINT

5000 WATTS
600 KC.

WSJS

Represented by
HEADLEY-REED CO.

Bruno Walter, voted the outstanding opera conductor in Musical America's recent radio poll.

500 experts spoke

. . . and it was music to our ears

ONE OF THE things we'd like to do at the American Broadcasting Company is give our listening audience *the best that there is* in *every* field of radio entertainment. This is a great policy if—and only if—we successfully put it into practice.

That's why the result of Musical America's recent radio poll was music to our ears. Over 500 of the leading music editors and critics from coast to coast and Canada picked five of our musical programs and people as outstanding in their fields. They said:

BRUNO WALTER, *conductor of the Metropolitan Opera Association, was the best of all opera conductors.*

THE BOSTON SYMPHONY, *under the direction of Dr. Serge Koussevitsky, was tied for first place as the finest symphony orchestra.*

"DIE MEISTERSINGER," *presented by the Metropolitan Opera, was the best performance of opera.*

MILTON CROSS *was the outstanding announcer-commentator.*

METROPOLITAN OPERA, U. S. A., *presented by the Metropolitan Opera Guild, was the best program of operatic character.*

We have always been deeply conscious of the importance of music as a means of entertainment and relaxation. That is why we have been trying to do a *complete* job in bringing our listeners the best in music: everything from the rich classical to jive—everything from "Die Meistersinger" to our *Saturday Senior Swing.*

We are proud that it was an "American" Network program that gave a host of talented singers the opportunity to compete for the highest goal in grand opera: the Metropolitan. A large number of the most brilliant stars in the "Met" today were "discovered" on *Metropolitan Opera Presents* (formerly *Metropolitan Auditions of the Air*). In addition, the "Met's" top singers are heard on a special weekly evening program—*Metropolitan Opera, U. S. A.*

***Saludos Amigos* features outstanding guest conductors of both continents. It regularly gives "American" listeners a better appreciation of Latin-American music and a better understanding of the Latin-American way of life.**

One of the four greatest conductors—Sir Thomas Beecham—was presented to our listeners through our new *Saturday Symphony*, a series that makes it possible for many to enjoy the outstanding—but lesser known—works of symphonic literature.

In this series we are also presenting such prominent guest conductors as Nicolai Berezowsky, Max Gobberman and Anatol Dorati. This summer we are taking our listeners to Tanglewood, in the Berkshires, for one of the top events of the musical season: *The Bach-Mozart Festival* under the direction of the noted conductor, Dr. Serge Koussevitsky.

And to round out the classical musical fare that we give our listeners, we bring them still another type of musical entertainment: *The Coffee Concert*, featuring Sylvia Marlowe, one of America's finest harpsichordists, in a program of 17th and 18th Century music.

Our obligation to give the public the best in music is not limited to the classics. In the semi-classical field, we are currently broadcasting the famed *Boston "Pops"* every Saturday night. We've also given our listeners Gilbert & Sullivan operettas. And when it comes to popular music, we have on our staff the man who has done more for this type of music than anyone else—Paul Whiteman. Also Nathan Van Cleave, nationally famous for his distinctive arrangements of popular music.

Here again—in popular music—we have brought our listeners a variety of top personalities and programs. *Guy Lombardo, Duke Ellington, Sammy Kaye, Kay Armen, The Andrews Sisters, Saturday Senior Swing, Philco Summer Series, Andy Russell and The Ford Early American Music*—these are only some of the popular music programs on the "American" Network.

* * *

Yes, we do think that we are doing a pretty good job in the field of music. And we were extremely pleased to have Musical America, in telling us about the awards, say: "The American Broadcasting Company has won five first places in the various groups of our second annual radio poll from over 500 radio and music editors from coast to coast and Canada. Incidentally, you top all other networks in the number of first places won."

American Broadcasting Company

WHO SAYS INFLATION?

All day long

W-I-N-D delivers

79%

MORE AUDIENCE PER DOLLAR

NOW IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE
AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

AGENCIES

BILL BALLINGER, former head of creative department of Campbell-Mithun, Chicago, has joined Reincke-Ellis-Younggreen & Finn, Chicago, as radio director, a new position. **JACK BRIDGEWATER** replaces Mr. Ballinger at Campbell - Mithun [BROADCASTING, June 4].

ROBERT SELBY, veteran California newspaper and radio advertising executive, has been appointed San Francisco manager of the new branch office of Smith, Bull & McCreery Adv., Hollywood agency. Headquartered in the Butler Bldg., 131 Stockton St., will be in charge of the agency's northern California operations. **LOWELL SMITH,** formerly of Los Angeles, has been appointed production manager with **GRACE LAIRD** shifted from Hollywood to San Francisco as office manager. Firm has also established New York branch offices at 7312 Empire State Bldg. **F. J. SMALLEY Jr.** [BROADCASTING, March 26], is in charge as resident manager with **VIRGINIA FRAZIER WHITE,** once associated with Allied Adv. Agencies, Los Angeles, as office manager.

Mr. Selby

D. C. WING has resigned as advertising director of Nash Motors Division, Nash-Kelvinator Corp., to return to Maxon Inc., Detroit, as account executive. His successor at Nash-Kelvinator is **N. F. LAWLER,** assistant advertising director, formerly with McCann-Erickson.

TOM WESTWOOD Adv., Los Angeles, has moved to larger quarters in Commercial Exchange Bldg., 416 W. Eighth Street, Los Angeles. Telephone is Vandike 6457.

ANTHONY STANFORD, producer and television director of J. Walter Thompson Co., Hollywood, and associated with that agency for 11 years, resigns effective July 1.

ANDREW McGUIRE has been appointed a director of Walsh Adv. Co., Windsor and Toronto. He has been with agency for 16 years.

ED BOWERS, formerly with Calkins & Holden, Chicago, has joined Al Paul Lefton Co., Chicago, to handle copy and accounts.

VIVIAN McMURTREY, formerly of McCann-Erickson, Portland, has joined the copy staff of Foote, Cone & Belding, San Francisco.

WESLEY CHRIST, released from the Army, to staff of McNeill & McCleery Adv., Los Angeles.

JOHN S. COONLEY, for seven years manager of N. W. Ayer & Son, Honolulu office, has resigned to become public relations director of American Factors, Honolulu.

LILLIAN KRAMER, formerly of Russell Birdwell & Assoc., Beverly Hills, Cal., publicity service, has joined Young & Rubicam, Hollywood, publicity staff.

JORGE J. CUETO, formerly with the export department of Vick Chemical Co., New York, has joined the New York office of the National Export Adv. Service as media director.

H. M. KIESEWETTER ADV., New York, has changed firm name to **KIESEWETTER, WETTRAU & BAKER. RUDOLPH WETTRAU,** art director, and **SAMM S. BAKER,** copy chief, acquire substantial interest in the agency and become vice-presidents. **H. M. KIESEWETTER** continues as president and chairman.

FOLLOWING broadcast of NBC's *The Man Called X*, summer replacement for Bob Hope, program plans were discussed by (l to r) Herbert Marshall, star of series; James Barnett, v-p and adv. dir. of Pepsodent Div., Lever Bros.; J. Hugh E. Davis, acct. exec., FC&B.

JERRY RODGERS, production manager with Abbott Kimball Co., New York, has been appointed office manager of Wortman, Barton & Goold, New York.

MARY McCARTHY, production head of Moselle & Eisen, New York, has become an account executive with the agency. **BERNARD SEGALOFF,** formerly with Hirshon-Garfield, New York, succeeds Miss McCarthy.

JAMES S. MONTGOMERY has joined McKee & Albright, Philadelphia, after three years as captain in the Army Air Forces.

LOUISE WINTERS, freelance actress and engineer in San Francisco, has joined the radio department of Compton Adv., New York. **EVELYN PEIRCE,** program supervisor with Compton, has been appointed assistant programs supervisor of all day-time radio programs for the agency. **FLOYD HOLM,** also program supervisor, has been promoted to assistant programs supervisor of all nighttime radio.

LEEFORD ADV., New York, has moved to 432 Fourth Ave., Zone 16. New phone is Murray Hill 4-7116.

WAUHILLAU LA HAY, radio publicity director for N. W. Ayer & Son, New York, left last week on a four-month trip to confer with CBS station executives and radio editors throughout the country on promotion projects for United Drug Co. CBS programs, both the Moore-Durante broadcast and its summer replacement, the Ray Bolger program. Miss La Hay is expected to return to New York about Oct. 1. During her absence the post at the Ayer agency will be filled by **DOROTHY DORAN,** member of the radio publicity department.

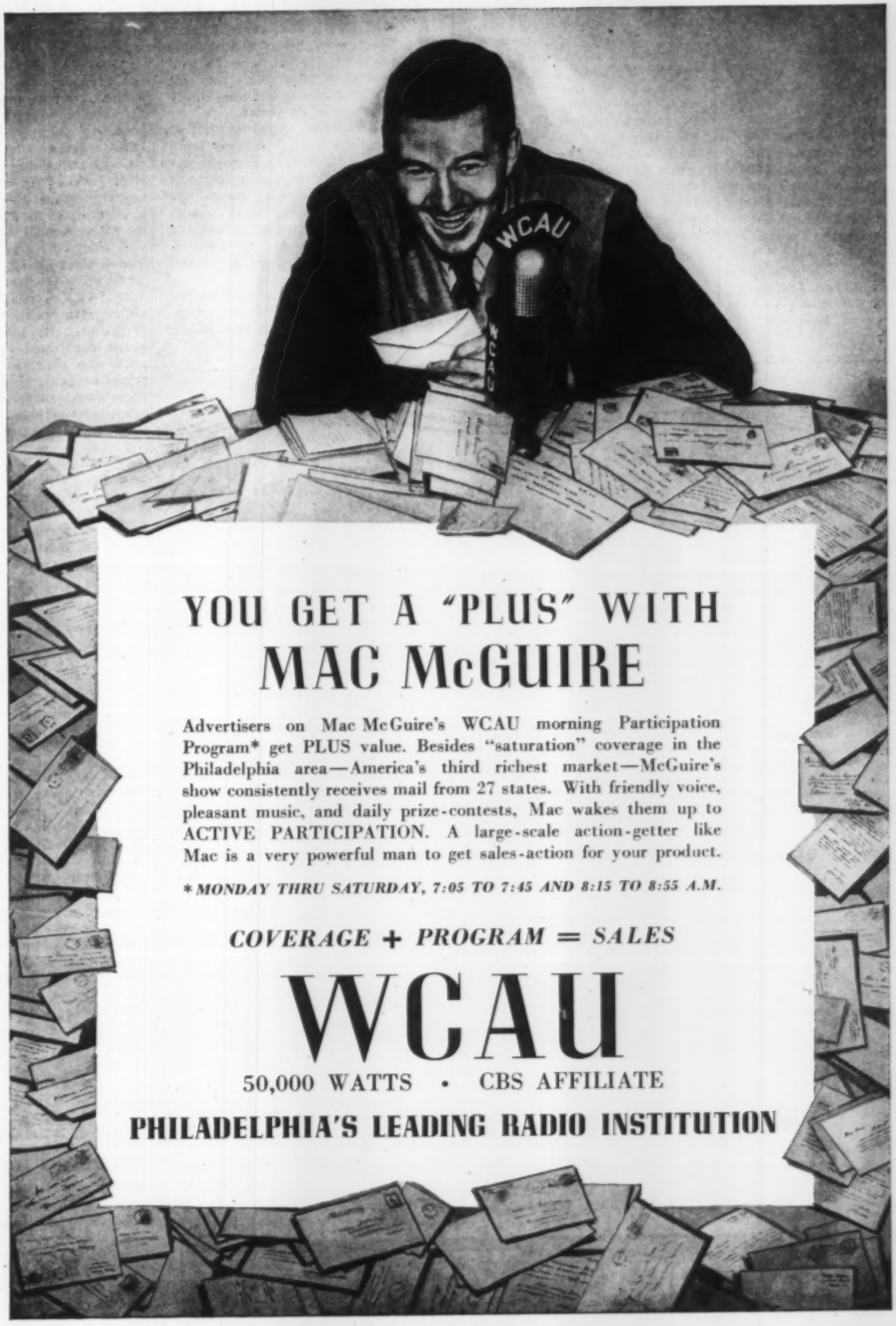
ORVIL ANDREWS, former production director of Sonovox for Free & Peters, New York, has joined the radio production department of Kenyon & Eckhardt, New York. **DEMAREST S. CASSIDY,** formerly with Ruthrauff & Ryan as copy writer and pictorial director of the Republican National Committee, has joined K. & E. as commercial writer.

EDWARD BATTEY Jr., vice-president and director of Compton Adv., New York, has been named president of Market Research Council succeeding Ray Robinson of Crowell-Collier Pub. Co. **ROBERT N. KING** of BBDO was elected a vice-president.

"I'VE GOT POST-WAR PLANS TOO!"

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

The COMBINATION to GEORGIA
WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH
AVAILABLE AT COMBINATION RATES
The GEORGIA MAJOR MARKET TRIO
Represented by
THE KATZ AGENCY, Inc.



YOU GET A "PLUS" WITH MAC McGUIRE

Advertisers on Mac McGuire's WCAU morning Participation Program* get PLUS value. Besides "saturation" coverage in the Philadelphia area—America's third richest market—McGuire's show consistently receives mail from 27 states. With friendly voice, pleasant music, and daily prize-contests, Mac wakes them up to ACTIVE PARTICIPATION. A large-scale action-getter like Mac is a very powerful man to get sales-action for your product.

** MONDAY THRU SATURDAY, 7:05 TO 7:45 AND 8:15 TO 8:55 A.M.*

COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

SENORA PLANS TWO VIDEO SET MODELS

PLANS to introduce a line of television sets about 12 months after resumption of civilian manufacture has been announced by Senora Radio and Television Corp., Chicago. Two models will be introduced—one a table model with image reflected on a 7 or 8 inch mirror; the other a console set with a 16 by 21 inch screen. Original sales price will be about $150 and $400 respectively, with cost dropping to about $100 and $300 after production is attained.

Senora's immediate postwar radio plans call for AM sets, with combination AM and FM sets being made within the year. The television unit will be a separate package including sound reception.

Radio Clock

GEORGE K. LAN, a Chinese merchant of Riverton, Man., Canada, is reported to have taken out a patent on a clock which includes a radio to wake a person in the morning to any program, gets any program automatically during the day, and shuts itself off automatically when the program is over. Besides the radio adjustments on the clock, it has five hands, one giving the hour of the day, and others the day, week, month and year. It is reported that a large electrical company is interested in the radio clock.

Recording Combat Missions No Fun, Says Sergeant Returned From Europe

RECORDING actual aerial combat and bombing missions is no simple project in itself, but when Washington insists that the programs not only be realistic but also funny —that is quite an order.

Sgt. Bob Bach, announcer-writer member of an AAF combat team formerly stationed in Europe, has been overseas since the last of March. He made wire recordings for use on *Fighting AAF*, half-hour program heard on American Saturday afternoons. In civilian life he wrote for WNEW and WMCA New York.

Probably the most dangerous recording mission, according to Sergeant Bach, was the air evacuation of wounded from Kassel, deep inside what was then a combat zone.

"Just before we took off from the airport near Paris with our cargo of whole blood and plasma, the commanding officer told us good-bye adding that he didn't know whether the airfield at Kassel was still being fired," Sergeant Bach said. "We had to fly very low through a corridor about half a mile wide to dodge flak. When we got to Kassel we found the field still under fire. Litter cases were loaded aboard and we recorded interviews with the nurses.

"SHAEF wouldn't permit interviews with wounded men because of the security involved," the sergeant continued. "But the funny part was that, after flying on a trip like that, the comment came from headquarters that the program's too serious. 'Make it funny', they said."

Technician with Sergeant Bach's team edited the wire recordings by cutting out undesirable sections and soldering the wire together with a lighted cigarette. Programs were shortwaved from Paris to the American in New York. As a double check, discs were also sent by bomber.

JOE REICHMAN

Someone once labeled Joe Reichman "the Pagliacci of the Piano" because he can clown and also be serious at the keyboard. Ill health forced him to give up a successful law practice and adopt music professionally. His debut at the New Yorker Hotel in 1934 was followed by years of long and successful engagements at the nation's leading hostelries, including the Waldorf-Astoria and the Statler in Boston.

Recording, film chores, composing and arranging have kept him fully occupied. He's a brilliant musician and a grand person.

KEEP AN EYE ON YOUR HEART	Vic. 27333
I HEAR A RHAPSODY	Vic. 27325
THE HUT SUT SONG / YOU'LL NEVER KNOW	Vic. 27420
DANCE OF THE BAYOU / IF THIS BE LOVE	Vic. 27408
I WISH I HAD A SWEETHEART / TONIGHT WE LOVE	Vic. 27618
MEXICALI ROSE (Piano Solo)	Vic. 27657

For complete listings of BMI-Licensed titles recorded by Reichman and other noted bandleaders and vocalists, consult your BMI DISC DATA or write for this service.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York * Chicago * Hollywood

Letter to the Editor

Editor, BROADCASTING:

Thought you might be interested to know how BROADCASTING gets around. In the April 2 issue, you carried a picture of the Rochester Radio Committee, in which I appeared.

Just the other day, I had a letter from Lt. Gordon Cheeseman of the Signal Corps, stationed on Guadalcanal. Cheeseman was a former engineer at Radio Station WDAN in Danville, Illinois, and I had the good fortune to work with him in 1938 and '39. I had not heard from him and vice versa in all that time. The lieutenant has been on Guadalcanal for 20 months and he and his boys have done an outstandingly fine job in equipment maintenance and repair.

Thanks to BROADCASTING two old friends were able to get together by V-Mail.

WILLIAM J. ADAMS
Program Director
WHEC Rochester

June 13, 1945

Broadcast to Archives

AMERICAN Broadcasting Co. is preparing an aluminum record of Baukhage's broadcast of the burial services for the late President Roosevelt at Hyde Park, New York, on April 15, for the Library of Congress. Aluminum disc, rather than wax, was requested by the Library because the record is to be preserved for posterity, The broadcast won Mr. Baukhage a recent award by the National Headliners Club [BROADCASTING, June 11].

Federal
Tubes...
comes CLOSER to the
PERFECT
VACUUM
FEDERAL TELEPHONE & RADIO
FTR
Federal Telephone and Radio Corporation
AN IT&T ASSOCIATE
Newark 1, N. J.

NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL STATE

WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No. 1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

OWI PACKET, WEEK JULY 16

Check the list below to find the war message announcements you will broadcast during the week beginning July 16. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War With Japan	X	--	--	--	--	--	--
Home Canning	X	--	X	--	X	--	--
Hold Prices Down	--	X	X	X	X	--	--
Don't Travel— Vacation at Home	X	--	--	--	--	--	--
Merchant Marine	--	--	--	--	--	X	--
Prepare for Winter	--	--	--	--	--	--	X
Car Conservation	--	X	X	X	X	--	--

See OWI Schedule of War Message 169 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Few Tube Reconversion Problems to Be Faced

ELECTRONIC tubes made for war purposes are so much like those made for peacetime requirements the tube industry faces relatively few reconversion problems, according to L. W. Teegarden, general manager of RCA's tube division, who said that tubes will be available for civilian use as soon as wartime restrictions are lifted.

Speaking at an employe rally in RCA's Lancaster, Pa., tube plant Mr. Teegarden cited the numerous industries planning postwar innovations which will demand many varieties of tubes. Firm received second star for its Army-Navy "E".

Hon. Otto R. Stadelman
Needham, Louis & Brorby
Chicago, Illinois

Dear Otto:

Boy, are we proud down here! Remember when Chernoff went overseas last summer to contact West Virginia servicemen? Well, when he left, he swore he'd be the one war correspondent who wouldn't write a book, but since he's been back, there have been so many requests for copies of scripts etc. that it seemed less trouble to put most of the scripts between covers. All proceeds from the book go to the Red Cross and here's where our pride comes in. So far, 4,000 of these books have been sold at a buck a head. That means money for the Red Cross, pleasure and satisfaction for those who read the book and that West Virginians are interested in everything their State network does.

Cordially,
Algy

PS. If you're interested in some of the other things the West Virginia Network does, like pulling listeners—ask any Branham man. *A*

WCHS
Charleston, W. Va.

MATTHEWS IS NEW MANAGER OF WCMI

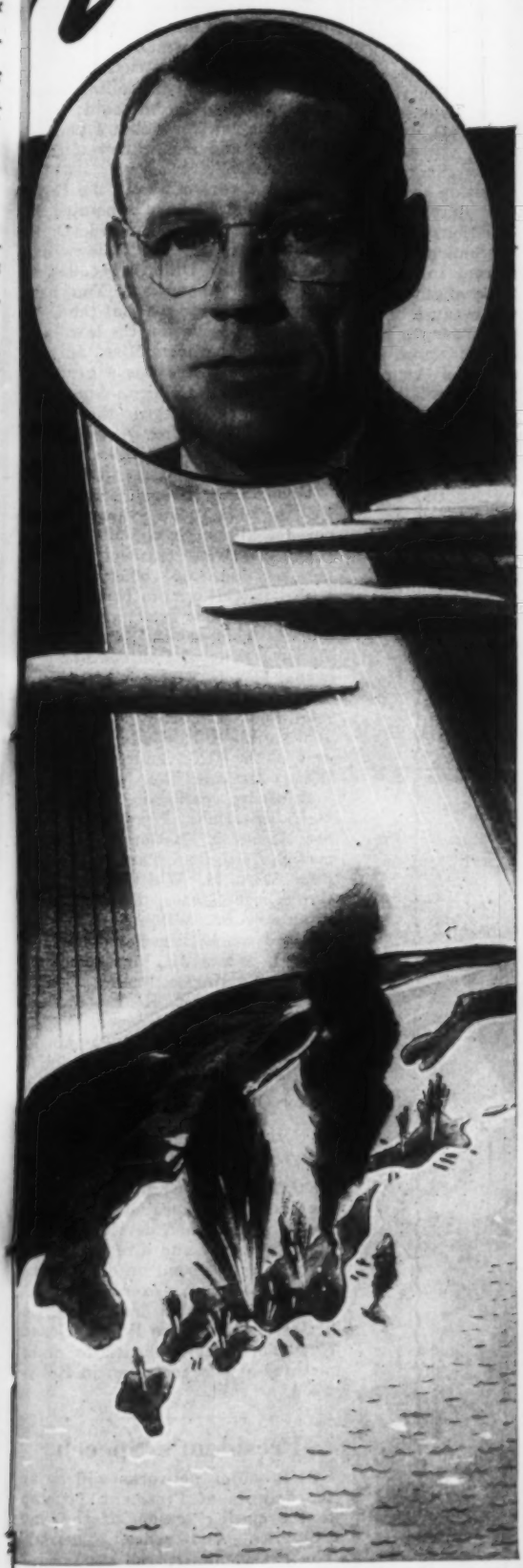
APPOINTMENT of Joseph B. Matthews, former manager of WGKV Charleston, W. Va., as manager of WCMI Ashland-Huntington, was made last week. WCMI is one of the stations in the Nunn group headed by Maj. Gilmore Nunn and J. Lindsay Nunn (WLAP Lexington, WBIR Knoxville, KFDA Amarillo).

Mr. Matthews

WCMI June 15 became affiliated with CBS, an event highlighted by a day's celebration, including a downtown parade in Huntington and a dedicatory program on which heads of the three city governments served by the station—Ashland, Huntington and Ironton, O.,—appeared. The tri-state area comprises the corners of Kentucky, Ohio and West Virginia, and the three city mayors simultaneously proclaimed the week June 15-22 as "CBS Week". A month-long promotion campaign leading to the network affiliation included front page newspaper ads and stories, sales letters to agencies and billboards and car cards in the three cities.

630
ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

A Clear Viewpoint of POINTED NEWS



Most recent and notable addition to our staff is Dr. Fred Gealy as Associate News Editor on Far Eastern Affairs. His knowledge of conditions and people in the Far East derives from thirteen years' residence in Japan where he served as professor in Aoyama Gakuin University, Tokyo, teaching in the Japanese language. Dr. Gealy is a member of the faculty of Southern Methodist University in Dallas. He is a graduate of Boston University, and has done graduate work in the University of Basel, Switzerland, and in the University of Berlin. He has traveled extensively in Japan, China, Manchuria and Korea. In addition to his own Far Eastern news analyses over WFAA at 6:30 each Tuesday and Thursday, Dr. Gealy will amplify and act in an advisory capacity on regular news emanating from the Pacific area.

☆

Addition of Dr. Gealy to our staff is in keeping with our continuing policy of providing the most interesting and advantageous service in the interests of every radio listener depending on our familiar signal.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC... 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATION**

Owned and Operated by The Dallas Morning News

KOIL Will Join American Nov. 1

KOIL Omaha joins the American Broadcasting Co. as a basic affiliate Nov. 1, 1945, according to Keith Kiggins, vice-president in charge of stations for American. Affiliation was the result of negotiations with Charles T. Stuart, president, and Gordon Gray, general manager of Central States Broadcasting Co., owner of KOIL.

KOIL is now affiliated with CBS and operates on 1290 kc with a full time power of 5,000 w.

In announcing the addition, Mr. Kiggins stated: "The addition of KOIL rounds out and further strengthens American's midwest coverage picture which was recently expanded by the addition of KRNT in Des Moines and WNAX in Yankton, S. D. Mr. Stuart said: "KOIL's progressive management fits in with American's operations."

John L. Ashby

JOHN L. ASHBY, son of A. L. Ashby, vice-president and general counsel of NBC, died June 16 at Olivet, Mich. Survivors include his mother, wife, daughters Barbara Ann and Nancy Lee, and sister Marjory Ashby Morningstar. He was graduated from Olivet College and took graduate work at the U. of Michigan.

Light Recorder Tested

RADIO SERVICES Section of Navy Public Relations is experimenting with a new type film recorder, weighing 18 lbs., and about half the size of those now in use. The recorder, made by the Amertype Division of the Frederick Hart Mfg. Co., contains its own power in small wet cell batteries. Film is about half-inch in width, and is said to have higher fidelity than the wider size.

Senate Approval Of Wills Delayed

CONSIDERATION by the Senate Interstate Commerce Committee of the nomination of former Gov. William Henry Wills of Vermont to succeed Norman S. Case as a Republican member of the FCC [BROADCASTING, June 18], is expected early this week, following the recovery from an illness of Sen. Burton K. Wheeler (D-Mont.), Committee chairman.

Reports in Congress that there would be some opposition to Gov. Wills on the grounds that he has had no communications background could not be confirmed. Reports also were current in Washington that Gov. Wills might withdraw as a candidate because of ill health. He told BROADCASTING last Thursday that "I'll be down on the job on the first day of August, 1945, God willing, and you'll see a fine specimen of physical fitness."

Judge Sykes

(*Continued from page 18*)

Conference in Ottawa and in 1933 was chairman of the American delegation to the North American conference in Mexico City.

The story is often told about the first Radio Commission meeting March 15, 1927, which Judge Sykes convened under instructions from Chairman Bullard. Calling upon President Coolidge, he said:

"I hope you know that I am just a lawyer and don't know a thing about radio."

"I am aware of that," the President replied. "I have appointed the other four (Adm. Bullard, O. H. Caldwell, Henry A. Bellows and Col. John F. Dillon) because of their radio knowledge. You have been appointed to see that the Commission keeps within the law."

Born in Aberdeen, Miss., July 16, 1876, Judge Sykes was a graduate of St. John's College, Annapolis. In 1893 he entered the Naval Academy, remaining 2½ years. He then went to U. of Mississippi and received his law degree in 1897.

Upon his retirement from the FCC in 1939 Judge Sykes was tendered a dinner by the Washington radio and legal fraternity. Many persons high in official circles joined in the tribute to him.

Judge Sykes was an Episcopalian, member of Delta Kappa Epsilon, Sons of Confederate Veterans, Mason, Elk.

Active pallbearers were Chairman Paul A. Porter and Commissioners Rosel H. Hyde and E. K. Jett, of the FCC; Andrew D. Ring; Robert McCann; Col. Jack Roberts.

Honorary pallbears were Paul D. P. Spearman, Frank Roberson, Sen. James O. Eastland, Gov. Norman S. Case, Com. Paul A. Walker, Rep. Wm. M. Whittington, Rep. Dan R. McGeehee, Rep. John E. Rankin, Adm. William D. Leahy, Sen. Burton K. Wheeler, Sen. Wallace H. White Jr., Rep. Matthew M. Neely, Harlee Branch, Harry R. Fulton, Adm. H. E. Yarnell, Rear Adm. S. C. Hooper, Comdr. John Morse, Comdr. T. A. M. Craven, Comdr. Needham Jones, Henry Alberts, Eustace Florence, Elmer Oliver.

Video in East

RKO Television Corp. will accelerate plans to produce video film programs in the East, developing new actors, writers and directors there rather than depend on Hollywood, Ralph Austrian, executive vice-president, reported last week, on his return from the Pacific Coast. New York has facilities to make pictures at less cost than in Hollywood, he said.

President's Speech

FOUR major networks will carry the address of President Truman to the closing session of the San Francisco Conference, Tuesday. The President's speech starts at 7 p.m. and will run 20-30 minutes.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than twenty years.

NOW IT'S OUR TURN--

WQXR Thanks WEAF

THE RESULTS of a recent survey made by WQXR provided "sweet music" for one of our contemporaries. The survey showed that WEAF had the greatest number of listeners for any time of the day in the New York area.

Of course, the folks at WEAF are friends of ours . . . yet we also count many people at the other stations among our friends. But friendship had nothing to do with it. We published these results (just as we received them) in a booklet "Regular Listening to New York Radio Stations" because they were actual facts—hard, cold statistics.

We do not usually go in for much "brass." But we cannot resist blowing our own horn a little at this point. That same survey showed

WQXR leading all non-network stations weekdays after 6:00 P.M., and Sundays before and after 6:00 P.M.

Some Facts That Make Easy Listening for WQXR Sponsors

According to results tabulated by the International Business Machines Corporation, from a 13%-plus return on post cards mailed to 10,000 residential addresses taken at random from the telephone directories—

- WQXR led with 14.7% of the listeners after 6:00 P.M. on weekdays. Runner-up non-network station had 10.4%.
- Before 6:00 P.M. on weekdays, WQXR stepped back to second place with 11.3% of the listeners. Leading non-network station had 15.7%.
- Sunday night, WQXR led with 10.1% over the nearest non-network station with 7.9%.
- WQXR had 9.2% of the listeners before 6:00 P.M. on Sundays. Nearest non-network commercial station had 7.4%.

We'll be glad to mail you a copy of the complete survey. Write us for it.

10,000 Watts
Night and
Day

WQXR

The High Fidelity Station

730 Fifth Ave.
New York 19, N. Y.
Circle 5-5566

The Radio Station of The New York Times

When You Think of

SELLING

in the rich, populous "Valley of Paradise" think of

KPRO

the valley's No. 1 Salesman

↕

Fine Shows of the American Broadcasting Co.

+

A schedule of strong Local Programs

+

Aggressive Promotion

=

Top Audience

↕

Those Who Know Use

KPRO

1000 Watts

American Broadcasting Co.

Studios in Riverside and San Bernardino, California

FMBI to Restrict Milwaukee Meeting

FM BROADCASTERS Inc. will hold its annual meeting Aug. 14 in Radio City, Milwaukee, with attendance limited to 50, the Board of Directors decided in New York last Tuesday. The meeting will be held by proxy with plans for a large meeting, such as that held last January at which 700 attended, scheduled when transportation conditions permit.

Paul Porter, FCC chairman; E. K. Jett, FCC commissioner; and George Adair, FCC chief engineer, have been invited to speak. W. R. David, broadcast sales manager for General Electric, is to report on available equipment. Dr. Ray H. Manson, president, Stromberg-Carlson, is to report on FM receivers.

Representatives of WPB and OPA have been asked to talk.

Directors attending the meeting in New York were: Walter J. Damm, WTMJ Milwaukee, FMBI president; T. C. Streibert, WOR New York; Lee B. Wailes, Westinghouse Radio Stations; Cecil D. Mastin, WNBF Binghamton, N. Y.; Dr. Ray H. Manson; George W. Lang, WGN Chicago. Also present were Dr. E. H. Armstrong, FM inventor; C. M. Jansky, engineering consultant; W. R. David; Phil Loucks, FMBI counsel; Myles Loucks, FMBI managing director.

AP Ruling Will Have Little Effect On the Radio Industry

LITTLE, if any, effect upon radio stations was seen last week in the U. S. Supreme Court's ruling that the Associated Press by-laws violate the Anti-Trust Act and that it must disregard possible competition with present members in passing on applicants for membership.

Pending analysis of the five to three decision upholding in entirety the findings of the U. S. District Court for Southern New York, the exact position of newspapers, much less stations, would not even be forecast by AP or other authorities.

AP sent out the following note to members Tuesday night signed by George F. Booth of the *Worcester Telegram* (WTAG), chairman of a special committee.

The immediate effect of the Supreme Court decision is to put the AP back in the Special District Court. The decree of the District Court left for future determination the adoption of new by-laws as to admission of members.

Until analysis of the various opinions has been completed by counsel it is not possible to make a recommendation as to future procedure for consideration by the board.

A meeting of the special committee of the board has been called for next Monday (today).

Admission of stations to membership in AP is one of the questions which may be decided although Frank Starzel, assistant general manager of AP, told BROADCASTING it is too early to say what will happen, it being a highly technical and involved business. Mr. Starzel did say, however, that since stations are not members, to that extent they are not touched.

It could not be seen by various interested sources how the decision could adversely affect radio unless some time in the future a similar exclusive news gathering organization was set up. The clause forbidding exclusivity seems to apply to any news organization which would indicate that stations will gain AP membership.

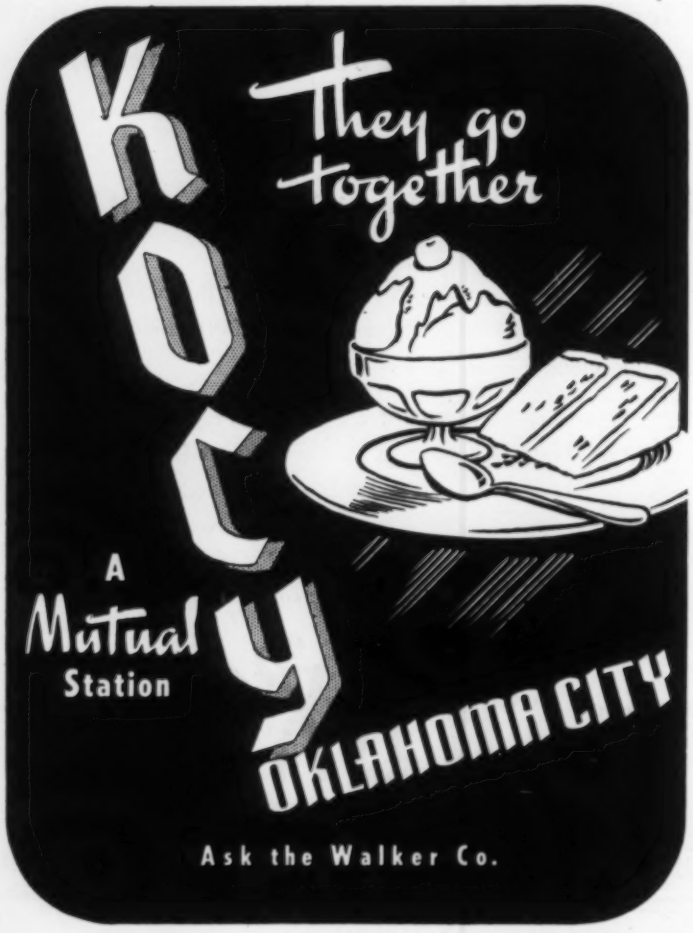
RIVALRY DROPPED FOR NET CHANGES

WHEN RIVALS plug each other, that's one for the book. This month WCBM and WFBR Baltimore exchanged networks, WCBM going to Mutual, WFBR to American-Blue. As a public service, both stations announced the network programs which were consequently changing stations.

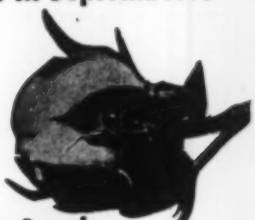
WCBM started the plan by routing the *Breakfast With Breneman* fan mail to its new outlet, WFBR, two weeks before the changeover. WFBR plugged WCBM at the closing of the Fulton Lewis jr. program, as his new station. The "Reciprocal Tag Plan" then went into effect.

Libel Bill Passed

ILLINOIS Senate last Wednesday passed the compromise criminal libel bill 49-0. No opposition was voiced on the floor. The bill provides $500 fine and year in jail upon libel conviction [BROADCASTING, June 18]. House has not yet acted finally.



Snow in September..

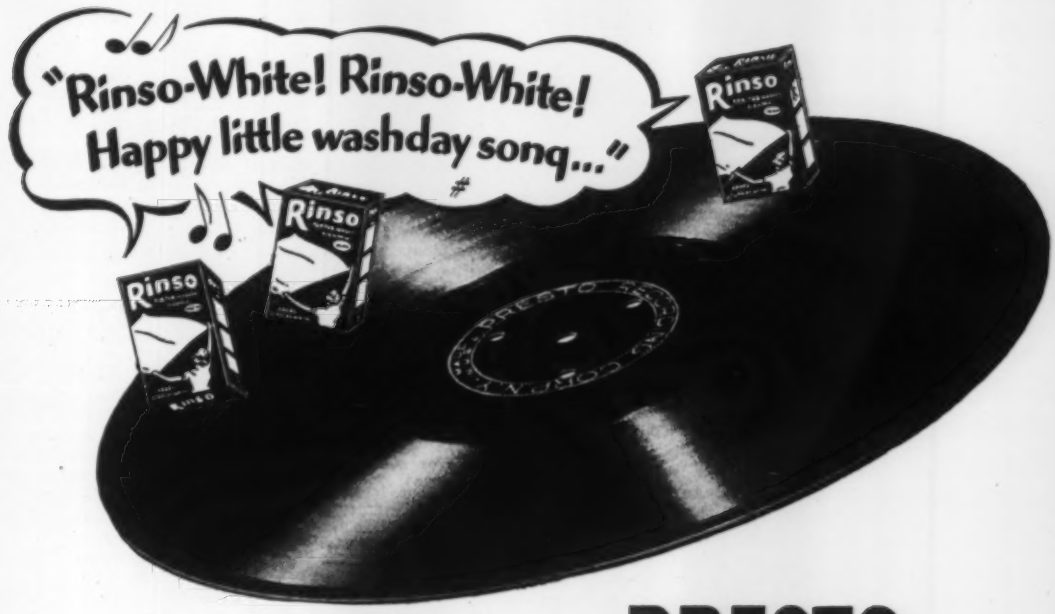


down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

"The following is electrically transcribed..."



on PRESTO discs!

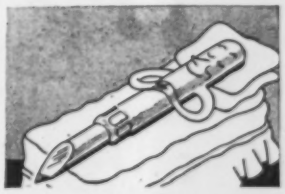
How are great commercials born? Rinso's happy little wash-day song was born in the woods. An advertising man, trying to get away from it all, listened raptly to the song of a bob-white—the special three-note call Bob uses to sell himself to his mate. "Golly," said the ad man, "why couldn't we . . ." And the rest is soap history.

Rinso "spots" are cut on PRESTO discs. *Most important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND

Less Surface Noise

No Distortion



Easier on Cutting Needle

No Fussy Needle Adjustments

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

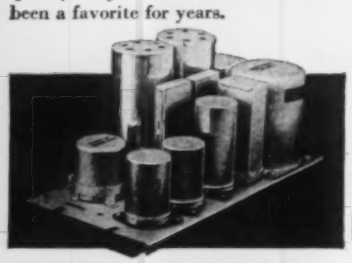
242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

All 3 OK for FM

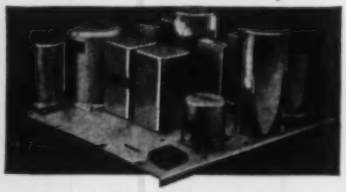
106A Line Amplifier

This two stage, AC operated line amplifier—designed for bridging or matching service where compactness and high quality amplification are desired—has been a favorite for years.



120B Input Amplifier

A compact, high quality two stage premixing or booster amplifier, the Western Electric 120 type has made a good name for itself in speech input equipments and sound distribution systems.



121A Main Amplifier

Another veteran that is still giving high quality performance in speech input and sound distribution equipments. It is a three stage unit for use as an intermediate level amplifier.

When the war is won, count on Bell Labs and Western Electric for many outstanding improvements in broadcasting equipment — plus the same high standards of quality and dependability demonstrated by the equipments which have carried the load through these difficult war years.

Western Electric

Western Electric

Distributed by Graybar

During the 7th War Loan Drive, buy bigger extra bonds!

Churchill and Peter to Direct BMB Audience Measurement

Former Is New Research Director, With Latter Already on Job as Executive Secretary

PAUL F. PETER, NAB director of research for seven years, joins Broadcast Bureau today (June 25) as executive secretary. One week later, on July 2, John Churchill, director of research of CBS, assumes the same title at BMB.

It was known some time ago that Mr. Peter had been selected by a majority of the BMB Executive Committee to become director of research for the organization. The decision was so certain at that time that the NAB had already retained Barry Rumple, NBC research director, to succeed Mr. Peter at NAB.

At this time, however, it was understood that certain BMB board members had protested vigorously to J. Harold Ryan, president of NAB, against the selection. This was after Mr. Ryan had concluded arrangements with Mr. Rumple.

Mr. Ryan with Hugh Feltis, BMB president, and Fred Gamble, president of AAAA, considered it improbable that an arrangement with Mr. Churchill could be made because of complications which at that time would have attended his acceptance of the post.

Subsequently these complications were removed. All parties to the arrangement then accepted into the organization not only Mr. Peter, hired on a contingent basis as to his final title, but also Mr. Churchill.

Barry Rumple, research director of NBC, has resigned as of June 30 to succeed Mr. Peter as NAB director of research. No successor has been named for him at NBC, nor for Mr. Churchill at CBS.

Born Feb. 27, 1905, in Dubuque, Mr. Churchill spent his boyhood in Connecticut and Canada before locating in White Plains, N. Y. He attended Wesleyan U., receiving his BS in 1926. He joined CBS in January 1932 as research assistant. In 1937 he was named chief statistician, in October 1942 he was appointed to his present post as director of research of CBS. [For biographical sketch on Mr. Peter see BROADCASTING, June 11.]

KPRO New Studios

KPRO Riverside, Cal., affiliated with American-Blue, has opened broadcasting studios at 5th & E Sts., San Bernardino, with James E. Rennie as manager. Also connected with the San Bernardino studios are Lois Wingfield, formerly at KPHO Phoenix, receptionist and continuity writer, and Lynn Gifford, chief announcer.

CARR TAKES POST WITH BRUSH-MOORE

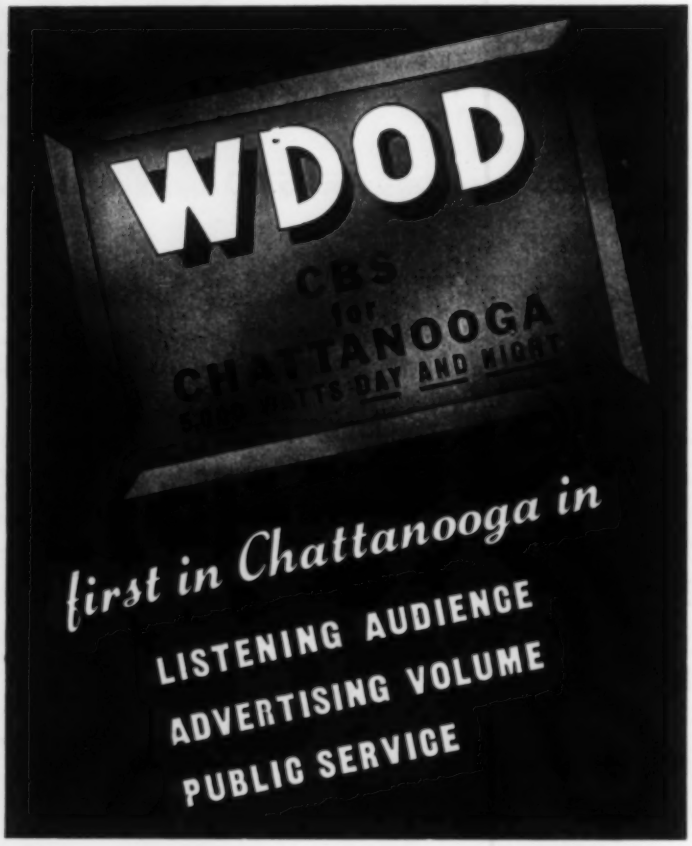
EUGENE CARR, assistant to G. A. (Dick) Richards, president of WJR Detroit, WGAR Cleveland, KMPC Los Angeles, last week resigned that post to become executive in charge of radio of the Brush - Moore newspaper and radio organization in Ohio. He will take over his new duties, which include executive direction of WPAY Portsmouth and WHBC Canton, Aug. 1.

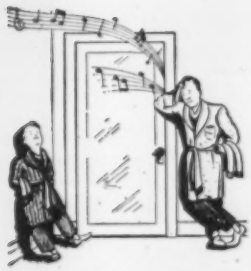
Mr. Carr

Mr. Carr for the past four months has been on leave from the Richards organization as director of radio for the Seventh War Loan. For 16 months he served with the U. S. Office of Censorship as an assistant to J. Harold Ryan, then assistant director for radio.

A veteran of 16 years in radio, Mr. Carr served the last 11 with the Richards-Fitzpatrick-Patt organization. From 1929 until 1933 he was in program operations of WTAM Cleveland, having been its first program director. He joined WGAR 11 years ago and was assistant manager at the time he went on leave to serve in the Censorship office. For a year and one-half he served as assistant to Mr. Richards in Los Angeles.

In his new post, Mr. Carr will report to Roy Moore, general manager of the newspaper-radio organization. In addition to the existing two stations, several applications are pending for standard broadcast stations, as well as for FM outlets. Mr. Carr will coordinate the radio operations of the organization with the newspapers. Newspapers in the chain are the *Canton Repository, Portsmouth Times, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News* and the *Salisbury* (Md.) *Times*. Mr. Carr winds up his Seventh War Loan tour today (June 25). He will report to his Canton headquarters Aug. 1.





"Sometimes I wish she'd listen to something besides WBZ."

"Sometimes I wish she'd listen to something besides WCSH."

"Sometimes I wish she'd listen to something besides NERN"

"Sometimes I wish she'd listen to something besides WJAR."

"Sometimes I wish she'd listen to something besides WTIC."

NO MATTER WHERE they are, as long as it's in New England, radio listeners are held by NERN's peak program and power impact. NERN's power is several times that of any other combination in the region. NERN's programs, with every station an adept local planner and an NBC affiliate, are similarly dominant. The region comprises only 2% of the total U. S. area but contains 11% of the nation's industrial workers. A quarter-hour of their attention can be bought during the day for only $292, with no plus for lines or for studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

"Sometimes I wish she'd listen to something besides WLBZ."

"Sometimes I wish she'd listen to something besides WRDO."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

Senate Committee Votes Restoration Of Funds Sliced From Budget of OWI

MAJOR hurdle toward restoration of funds for OWI domestic and European operations was cleared last Wednesday when the Senate Appropriations Committee voted to give the agency $39,670,215 for the next fiscal year. The House had reduced the amount from $42,000,000 to $18,000,000, eliminating the Domestic Radio Bureau and related activities.

The Committee's action must be approved by the Senate where opposition is expected when debate on the War Agencies bill (HR-3368) is resumed today (Monday). Should the Senate accept the Committee's recommendations, the bill must be agreed to in conference and be approved by the House membership. Final action on the measure is necessary this week if the agencies are to operate.

Industry Support

Testimony before the Committee, made public Thursday, revealed strong support for the OWI Domestic Branch by broadcasting and advertising leaders during hearings June 14-15. J. Harold Ryan, NAB president, testified that coordination of war messages by the Radio Bureau has contributed tremendously to a better understanding by the public of important war activities.

Paul West, president of the Assn. of National Advertisers, told the Committee the cost of operating the Domestic Branch is less than 0.5% of the $300,000,000 war advertising contribution last year in time and space. "It is unthinkable to abolish the domestic OWI or to reduce it to impotence at this time," he said, "since such action would jeopardize the whole structure upon which the voluntary war effort of America's advertisers has been built."

Theodore S. Repplier, executive director, War Advertising Council, describing the Council as a "wartime phenomenon" which has fused all the normally competitive elements of advertising in support of the war, testified that with the help of OWI almost a billion dollars worth of time and space has been donated to war advertising.

Additional support was given by Frederic R. Gamble, president, American Assn. of Advertising Agencies; Albert E. Winger, executive vice-president, Crowell-Collier Publishing Co.; and Francis S. Harmon, executive vice-chairman, War Activities Committee, Motion Picture Industry.

Mutual Rate Card Changes Grouping

Discount Method Also Revised Fundamentally Says Barnes

MUTUAL's new rate card, No. 14, effective July 15, "represents a fundamental change in our grouping of stations and in the method of arriving at discounts", according to Z. C. (Jess) Barnes, vice-president in charge of sales.

The 245 Mutual affiliates are divided into a basic network, a basic supplementary network, together covering the Northeast and North Central parts of the country, and six geographical groups: Southeastern, South Central, Southwestern, Midwestern, Mountain and Pacific. In addition to these regional groups, there is also a list of 19 stations, chiefly those also affiliated with other networks, under an "additional and special markets" heading.

New card introduces a new discount structure based on a combination of dollar volume and number of geographical groups used, with discounts ranging from 2½% on a weekly gross billing of $4,000 on a split basic network to 37½% on a weekly gross billing of $23,000 or more for the full network.

Instead of the standard discounts, full network daytime advertisers may take a new class of discounts amounting to 32½% for programs on three days a week, 35% for four days and 37½% for five or six days. In addition, the annual rebate of 12½% of gross billing for 52 weeks continuous broadcasting and the over-all discount plan, allowing 50% which advertisers spending $1,200,000 or more within 52 weeks can take in lieu of all other discounts and rebates, are both retained.

Card includes some rate increases, including WGN Chicago to $900 per evening hour, CKLW Detroit-Windsor to $400, WEAN Providence to $220 and KSAL Salina, Kans., to $90. With rate reductions for other stations, however, Mr. Barnes declared, "We believe you will find an even lower cost per 1,000 radio homes than heretofore."

O NO,
O NO!—
A THOUSAND
TIMES
ONO (Ky.)!

Ono is a real Kentucky town — but, in the words of the song, she cannot buy our caress! Matter of fact, we don't think she or any similar communities can buy much of *anything* in exactly startling quantities — which is one good reason why WAVE concentrates its power and its programming on the industry-humming Louisville Trading Area. As a market it outranks *the entire remainder of the State.* Why don't *you* eliminate the negative (such as Ono!) and accentuate the positive — with WAVE?

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

KFMB
Sells
SAN DIEGO
IT'S 125 MILES FROM ANYWHERE
And there's nothing in between! Metropolitan San Diego . . . 373,500 civilian people, must be covered from within! We serve this great, highly concentrated audience with the ONLY primary service of our network's shows available to them. They're all within 15 miles of our antenna.
KFMB
THE BASIC BLUE NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

Folks
Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

PROMOTION

Personnel

ROBERTA LANOUETTE is new publicity director of KGW Portland, Ore.

DORIS SWEET CORWITH, assistant to the manager of NBC public service, June 27 is to address members of Columbia U. Teachers College at NBC New York headquarters on "The Place of Radio in Education".

ROBERT R. HANSEN, WGN Chicago sales promotion manager, has resigned to freelance in public relations, promotion and radio-television consultant work.

JIM KANE, of the CBS television press information department, is recuperating at home following a five-week stay in a New York hospital

Radio Films Offered

RADIO section of the 1945 catalog of Business-Sponsored Education Materials lists a 20-minute sound film "News in the Air" offered on loan by Standard Oil Co. of New Jersey as well as "On the Air—The Story of Radio Broadcasting", a sound film distributed by Modern Talking Picture Service, New York. Full color sound film, "The Story of FM", is offered by General Electric. Catalog is issued by Committee on Consumer Relations in Advertising, New York.

Pictorial Maps

COMPTON Adv., New York, in connection with the summer vacation of "Jack Kirkwood Show" July 2-Aug. 21, has sent out pictorial color maps of Manhattan, together with the rhymed suggestion that "should you also need vacation from radio's jokes and tribulation, this map will show you where to roam but please don't make it far from home". Program is sponsored by Procter & Gamble Co., Cincinnati, for Ivory Soap and Oxydol, on 74 CBS stations, five weekly 7-7:15 p.m.

Beauty Contests

SEARCH for local entries in the "Miss America of 1945" contest at Atlantic City has been started by WWDC Washington and WJZ New York, both stations widely promoting their respective contests for "Miss Washington" and "Miss WJZ". National judging is scheduled in September. Contest is fourth consecutive year for WWDC. WCKY Cincinnati contest was previously reported [BROADCASTING, June 11].

KFOR Brochure

PHOTO portrayal of the new studios and offices of KFOR Lincoln, Neb., is contained in a brochure being distributed by the station to some 4,000 agency and manufacturing representatives. Pictures of personnel as well as coverage map and market data are included.

WEEI Services

WEEI Boston, CBS outlet, has issued first of a series of six weekly brochures describing WEEI projects "to promote the general welfare" of the people. First double-page folder tells of WEEI-sponsored meeting of Gov. Maurice J. Tobin and group of Massachusetts farmers who wanted help in solving drought and manpower problems.

WCAU Brochure, Booklet

TWO new promotion pieces have been issued by WCAU Philadelphia, one in brochure form featuring station's Mac McGuire, early morning record jockey, and the other a booklet displaying letters from servicemen overseas who have heard WCAU on the regular standard band.

Sponsors Team

WHBQ Memphis is sponsoring a baseball team in the local boys leagues being promoted by the Youth Service Council of Memphis. Station will award prizes to best players on its junior team of boys, 9-12 years.

Service Record

BROCHURE has been published by WQAM Miami, with illustrations, of the public service rendered during 1944. Station broadcast 3,376 announcements and 2,261 programs in behalf of the war effort, according to booklet.

Veterans Handbook

HANDBOOK of rights, privileges, benefits and general information for the returning veteran has been prepared by WCOP Boston in cooperation with the Office of Veterans Aid & Pensions, Boston.

APPLICATION has been made for a 250 w station on 1230 kc for Belleville, Ont., by Group Capt. A. M. Haig.

JOHN SALT RETURNS TO BBC IN ENGLAND

JOHN SALT, North American director of BBC since May 1944, will soon return to England to become programs director in the north of England, with headquarters in Manchester. His successor is selected but his name cannot be announced until his release from the British Royal Navy.

Mr. Salt said that his first task will be to help set up the regional network which will begin operations July 29, supplementing the present national network service. From then armed forces programs will be sent only by shortwave.

He Showed Them

PRACTICAL proof that it "can be done", Jerry Bernstein (Marx) KOMA Oklahoma City news editor, badly crippled from arthritis, packed his wheelchair in a car and went to Borden General Hospital at Chickasha. He personally conducted a series of broadcast interviews with wounded vets, showing them by being there that a man can carry on despite handicaps.

HE'S BEEN WITH US 23 YEARS, BY GUM!

George Black, Fargo department store owner, was the *first* advertiser on WDAY, the Northwest's *first* station. He's been on our air for twenty-three years, steadily.

His store sells farmers, small-town and urban people from all over the rich Red River Valley. He *knows* what advertising medium produces the most results around here. Hence the twenty-three years on WDAY.

Want a lot of other examples to prove the point?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Your MUTUAL Friend

WHBQ

Memphis, Tennessee

Represented by

RAMBEAU

HOLLYWOOD CHICAGO NEW YORK

E. A. ALBURTY

GEN. MGR.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O. BOX 1224 MEXICO D. F.

It brings RESULTS!

Blue network programs of WLAW attract nearly two million listeners as easily as a "Sale" sign attracts shoppers.

WLAW

LAWRENCE, MASS.

Serving Industrial New England

5000 WATTS 680 KC.

Covering New England's 3rd LARGEST CONCENTRATED AUDIENCE

NATIONAL REPRESENTATIVES: WEED & CO.

International Allocations Delay Urged

Caldwell Sees Threat Of Government Operation

CHARGING that international broadcasting as indicated in the FCC's proposed allocations below 25 mc would mean "Government operation or close to it", Louis G. Caldwell, counsel for Press Wireless, last week demanded that the Commission withhold its permanent allocations for international broadcasting, Government services and fixed public services until after the war.

Mr. Caldwell

Appearing at oral argument on proposed allocations below 25 mc [BROADCASTING, May 28], Mr. Caldwell charged that the Commission's proposal would deprive essential news transmission services of frequencies, which would be given to international broadcasting, amateurs and the Government.

A full seven-man Commission sat Wednesday. Only six Commissioners attended hearings last Sept. 28-Nov. 6, since a vacancy existed. Harry M. Plotkin, assistant general counsel and chief of litigation, conducted the argument. Rosel H. Hyde, general counsel, and Leonard H. Marks, assistant to the general counsel, as well as Chief Engineer George P. Adair and his department heads were present.

Standard Broadcasting

Only argument offered on behalf of standard broadcasting was that of Howard S. Frazier, NAB Director of Engineering, who appeared as chairman of Panel 4, Radio Technical Planning Board. Mr. Frazier urged the Commission to immediately extend the standard band to 530 kc, making the extra channel available after the war. The FCC proposes to extend the band to 540 kc.

Mr. Caldwell charged that during allocation hearings last fall "we weren't permitted to even bring out that Government operation wasn't necessary" in the international field.

Lining up with the Interdepartment Radio Advisory Committee, which recommended against direct international broadcasting, Mr. Caldwell asserted that the "elaborate plan" proposed by Government agencies contemplates international shortwave stations reaching "every nation in every language". He added: "That scheme can't be carried out without Government operation or close to it."

Revised IRAC Proposal

When the FCC issued its proposed report below 25 mc on May 21, the IRAC also conveyed to Secretary of State Stettinius a revised proposal, pointing out that IRAC still was opposed to direct international broadcasting.

IRAC on Aug. 17, 1944, advised the Technical Subcommittee of the State Dept. Special Committee on Communications that "(1) direct international broadcasting will not furnish as good a quality signal to the listener as will the indirect or relay method; (2) assignment to direct international broadcasting of the frequency space proposed would materially curtail essential services; (3) because the frequency space proposed is insufficient to make adequate direct international broadcasting facilities available to all countries, perpetuation in aggravated form of the present practice of operating broadcast stations in derogation of the General Radio Regulations will operate to the detriment of other services."

Because the State Dept. Special Committee on Communications held that international shortwave broadcasts originating in the U. S. should be continued "after the war on a daily basis" and "taking into account the feeling of the Commission that it is under obligation to indicate frequencies for direct international broadcasting," IRAC acquiesced.

Testimony at last fall's hearings before the Commission was that international shortwave stations (operated during the war by OWI and OIAA) give "poor service" and have "little coverage", Mr. Caldwell asserted.

"You can't decide the allocations until you know the needs of Government and private industry in peacetime," said the Press Wireless attorney. "For some of these issues, now is a bad time to decide. You have two alternatives. Get the full facts and let us answer them or wait until after the war."

Up to Congress

Chairman Paul A. Porter remarked that the Government's peacetime policy on international communications, including international shortwave broadcasting, was a question for Congress to decide.

Paul M. Segal, counsel for the American Radio Relay League, urged the FCC to reconsider its proposed allocations and give the amateurs some space in the 1700 and 21.5-22 kc bands with the proviso that if postwar navigation aids, now tentatively assigned to those bands, "don't turn out", they go to the amateurs.

Other witnesses appearing at Wednesday's argument included:

Fixed Public Service, other than Alaska—Edmond S. Hawley and F. M. Ryan, AT&T; Charles C. Harris, Tropical Radio Teleg. Co.

Coastal, Marine Relay, Ship, Mobile Press & Fixed Public Service in Alaska—Reed T. Rollo, Raytheon Mfg. Co.; A. E. Rolls, Natl. Fed. of American Shipping.

Aviation Radio Services—D. W. Rentzel, RTPB Panel 11 and Aeronautical Radio.

Police Radio Service—Frank Walker, RTPB Panel 13; William F. Koch, Calif. State Advisory Committee on Radio Communication.

Fire Radio Service—W. E. Whiting, Calif. State Advisory Committee on Radio Communication.

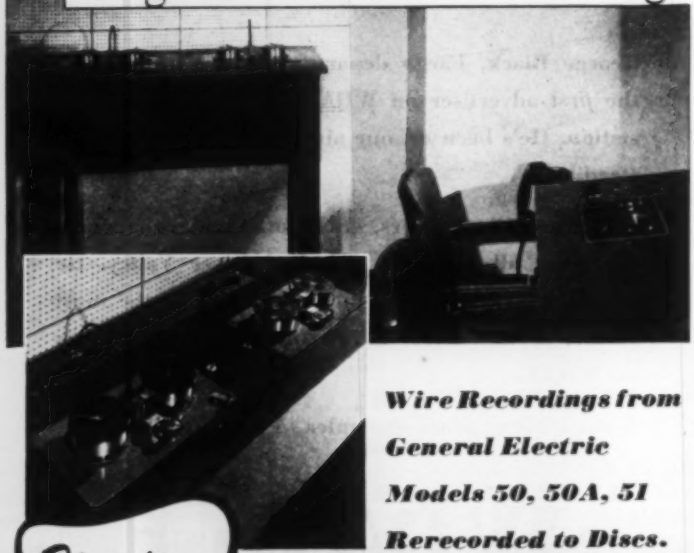
Forestry Radio Service—R. O. Klemetti, chairman Committee 3, RTPB Panel 13.

Special Emergency—Frank B. Durkee, California Dept. of Public Works.

Railroad Radio—C. M. Kimball, Aireon Mfg. Co.

Industrial, Medical & Scientific—Dr. Alexander Senauke, RTPB Panel 12; Paul D. Zottu, Society of Plastics Industry; Frank M. Rugg, Bakelite Corp.; Dr. D. E. Noble, Galvin Mfg. Corp., chairman of RTPB Panel 12.

Magnetic Wire Recording



Wire Recordings from General Electric Models 50, 50A, 51 Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

Don Lee Buys Pacific Coast Regional for $25,000 Plus

OUTRIGHT purchase of all stock in Pacific Broadcasting Co., Tacoma, Wash., by Don Lee Broadcasting System, Hollywood, was announced last week by Lewis Allen Weiss, vice-president and general manager of Don Lee. Consideration was understood to be $25,000 plus current assets.

Mr. Weiss

Pacific Broadcasting Co., which has been an affiliate of Don Lee for eight years, represents 22 independent outlets in Oregon, Washington, Idaho and Canada. It has provided northwest affiliated stations with Mutual and Don Lee program service through its contract with Don Lee.

Negotiations have been in progress since early this year. Present Pacific ownership is divided among Louis Wasmer, owner of KGA-KHQ Spokane, president and general manager; Archie G. Taft, KOL Seattle, vice-president and treasurer, and Carl E. Haymond, KMO Tacoma, director and acting general manager while Maj. Wasmer was in the service, each holding 33 1/3%.

Formal stock transfer will be made in Tacoma on June 30 with Mr. Weiss, Pat Campbell, executive assistant to the vice-president, and A. M. Quinn, treasurer, representing Don Lee. Following stock transfer and acceptance of resignations of present company officers, a stockholders and directors meeting will be held, when names of new officers and directors will be announced, Mr. Weiss said.

He stated that the purchase will consolidate and unify Coast operations of Don Lee Broadcasting System and will result in substantially increased compensation to stations in the Northwest. Since Pacific Broadcasting Co. is not the actual licensee of any of 22 affiliates FCC approval of purchase is not required, it was pointed out.

Stations affiliated with the Pacific Broadcasting Co. are: Washington—KELA Centralia, KFIO Spokane, KGY Olympia, KIT Yakima, KMO Tacoma, KOL Seattle, KRKO Everett, KUJ Walla Walla, KWLK Longview, KXRO Aberdeen; Oregon—KALE Portland, KAST Astoria, KBND Bend, KFJI Klamath Falls, KOOS Coos Bay, KORE Eugene, KRNR Roseburg, KSLM Salem, KUIN Grants Pass, KWIL Albany; Idaho—KRLC Lewiston, KWAL Wallace; Canadian—CKWX Vancouver, B. C.

Eisenhower

(*Continued from page 16*)

offering pooled broadcasts to other New York local stations.

Men with mikes stationed on window sills, sixth floor ledges and riding in parades in mobile transmitting units kept up continuous description of the parades through New York, the official City Hall reception and crowd scenes.

For its parade coverage, CBS had worked out a system through which Bill Slocum Jr., special events director, kept in touch with the mobile unit. By checking a map he figured the procession's speed and was able to time the broadcasts.

OWI broadcast commentary on the New York reception in 35 languages over some 50 Voice of America shortwave transmitters. Recordings were made on mobile transmitters, rushed to OWI studios for broadcast on the regular daily programs.

WNBT, New York NBC video station, on Monday and Tuesday nights aired complete pictorial coverage of the General's Washington arrival and his reception in New York. Films were sponsored by Standard Oil Co. of N. J. for Esso marketers, marking Esso's first time in television in five years. Marschalk & Pratt Co., New York, is agency. WCBW, CBS video station, presented a 10-minute newsreel.

Four-network broadcast of Gen. Eisenhower's return to his hometown of Abilene, Kan., was scheduled for 1:15 p.m. June 22. CBS also had booked a 4:45-5:15 p.m. broadcast of the General's reception in Kansas City June 21.

Revere Signs MBS

REVERE COPPER & BRASS Inc., New York, July 4 begins weekly half-hour *Human Adventure* on Mutual, Wednesday 9-9:30 p.m., originating from WGN Chicago. Produced in collaboration with the U. of Chicago, program is contracted for 52 weeks through St. Georges & Keys, New York.

SCHOOLS, STATIONS START WORKSHOPS

RECOGNIZING the opportunity to be of public service in training teachers and students in radio techniques, stations throughout the country are starting workshops now that school is out. KOIN Portland, Ore., has issued a notebook in conjunction with its workshop, explaining the purposes and picturing the faculty [BROADCASTING, June 18]. Another workshop being promoted in booklet form is that of KMBC Kansas City, telling in full the plans for the term, June 11-29.

First radio workshop sponsored by the Radio Committee of the District of Columbia Public Schools, WTOP and CBS will be held in the fall, tentatively set for Sept. 4-14. Radio Committee of the Philadelphia Board of Education is holding radio sessions this summer for junior and senior high school students. One is to be at KYW, the other at WIP. The U. of Miami in cooperation with WIOD is now rounding out the last classes of its workshop, begun early this summer. Others, already started or due to start in the near future, have been noted in past issues of BROADCASTING.

SUMMER replacement for the Bob Burns show, sponsored on NBC Thursdays, 9:30-10 p.m. EWT by Lever Brothers, Cambridge, (Lifebuoy Soap) will be "Philo Vance Mysteries" effective June 28 for 13 weeks through Ruthrauff & Ryan, New York.

YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

In the UTAH Market

The POPULAR Station

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

IN BOSTON IT'S

WHDH

850 on Your Radio Dial

5000 WATTS

DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

U.S. Tribunal Reverses Ruling Of Nebraska Court on WOW

FCC Will Have to Decide License Issue Before Return of Station Property to Woodmen

APPARENTLY tossing the final solution of a thorny situation in the hands of the FCC, the U. S. Supreme Court last week in a ruling on the case of WOW Inc. versus the Woodmen of the World Life Insurance Society, in theory reversed the decision of the Nebraska Supreme Court. In effect, it upheld the state court's jurisdiction over property rights and said the Commission should decide the license issue, a matter already conceded by the state court.

The reversal seems to be based on the pitfalls of legal phraseology. Mr. Justice Frankfurter, delivering the six to two opinion of the Court, stated, in scholarly language, "In matters of potential conflict between state and federal authorities, avoidance of needless friction no less than good draftsmanship counsels explicit and not merely argumentative restriction of a state court's judgment within its powers."

Claimed Fraud

The litigation [BROADCASTING, March 5] involves a stockholder's suit to return WOW Omaha to the insurance company. The stockholder claimed fraud was employed in the transferral of the station to John J. Gillin Jr. and associates since they are friends of the president of the Woodsmen and rented the property at a price far below its value.

The Nebraska high court reversed a decision by the court below and ordered the return of the station and license. On rehearing the court declared the license was solely within the jurisdiction of the FCC and that its former opinion should be so construed.

The U. S. Court refused to consider the property question since it considers it clearly a state matter. Even if wrongly decided, the court said "it is not for us to consider the correctness of non-federal ground unless it is an obvious subterfuge to evade consideration of a federal issue."

"The federal question that remains," wrote Justice Frankfurter, "is whether, although the Nebraska court clearly recognized that the power to vacate a license and to authorize its transfer lies exclusively with the FCC, its decree in effect is inconsistent with such recognition. This is urged on two grounds. It is asserted that the Nebraska Supreme Court, by ordering the transfer of the licensed facilities from Radio Station WOW Inc. to the Society although not having power to direct the transfer of the license, severed the licensed facilities from the license and therefore nullified the license. Secondly, it is argued that by ordering the parties 'to do all things necessary' to secure a return of the license to the defrauded Society, the state court invaded the Commission's functions."

Coming to the reasoning on which the reversal stands Justice Frankfurter wrote, "In any event, we think the court went outside its bounds when it ordered the parties 'to do all things necessary' to secure a return of the license. Plainly that requires the Society to ask the Commission for a retransfer of the license to it and further requires WOW not to oppose such transfer. The United States, in a brief filed at our request [BROADCASTING, April 2], suggests that this provision of the decree would probably also disqualify WOW from 'applying for a new license to operate a radio station in Omaha on the same frequency, should it become equipped to do so.' To be sure, the Communications Commission's power of granting, revoking and transferring licenses involves proper application of those criteria that determine 'public convenience, interest, or necessity.' But insofar as the Nebraska decree orders the parties 'to do all things necessary' to secure the return of the license it hampers the freedom of the Society not to continue in broadcasting and to restrict itself, as it properly may, to its insurance business. (*Ed. note—This refers to the Society's original purpose of selling the station.*) Equally does it prevent WOW from opposing a return to the Society, or as the United States suggests, from seeking another license of its own. These are restrictions not merely upon the private rights of parties as to whom a state court may make appropriate findings of fraud. They are restrictions upon the licensing system which Congress established. It disregards practicalities to deny that, by controlling the conduct of parties before the Communications Commission, the court below reached beyond the immediate controversy and into matters that do not belong to it."

Subsidiary Issue

Regarding the "most troublesome question" the decision considers the Communications Act makes disposition of the physical property prior to action by the FCC a "subsidiary issue to the license question". The Act, it is stated, does not explicity deal with the problem but nothing is found to prevent state action to deal with fraud merely because the license is involved. The court regards stoppage of broadcasting through severance of the license from the facilities as legal even though it "disables the Commission from protecting the public interest committed to its charge". The license is considered "merely a permit to serve the public and not a duty to do so."

Therefore the majority opinion concludes, "State power is amply respected if it is qualified merely to the extent of requiring it to withhold execution of that portion of its decree requiring retransfer of the physical properties until steps are ordered to be taken, with all deliberate speed, to enable the Commission to deal with new applications in connection with the station."

Fly Appears for WOW

James Lawrence Fly, former FCC chairman, argued the case before the high tribunal for WOW. He had warned that if the WOW physical properties are returned to the Woodmen the disruption of service which would ensue during settlement of the license question will leave the Commission "on the horns" in a touchy situation. However, the court disagreed with Mr. Fly's public service contention and was willing to place the FCC in such a position since it felt continued service is not mandatory. The opinion is in the nature of a compromise and generally favors the pleas of neither party.

Justice Jackson, in dissenting along with Justice Roberts, took issue because he foresees the possibility of persons judged guilty of fraud getting a license to operate a station, if the Commission sees fit. Also, he declared, "The state, it seems to me, has the right to strip wrongdoers of every fruit of the wrong including the value of the federal license even if the license itself cannot be obtained." Justice Black didn't take part in consideration of the case.

Oh No?

SAID the NBC announcer at the end of Gen. Eisenhower's broadcast: "*The Soldier Who Came Home*, sponsored by Sweetheart Soap, will not be heard today."

STEWART-WARNER Corp., Chicago, has announced appointment of Northrup Supply Corp., Binghampton, N. Y., as distributor for postwar Stewart-Warner home radios in Binghampton, Elmira and Syracuse.

NAB GROUP REVIEWS CODE SUGGESTIONS

NAB code committee, meeting in New York last Wednesday and Thursday, reviewed the industry code of practice and a wide variety of suggested revisions and met with delegations from three groups to discuss their problems in using radio under the code.

Representatives of the National Temperance and Prohibition Council on Wednesday afternoon presented their views on use of radio for promotion of their cause.

Arthur Hull Hayes, WABC New York, chairman of the NAB sales managers executive committee, discussed a number of questions including an SMEC resolution that the code should provide for the manner of presentation of radio copy as well as its wording and treatment of hitchhike and cowcatcher announcements. Code committee agreed to appoint a subcommittee to meet with a similar group from SMEC.

On Wednesday a National Assn. of Better Business Bureaus committee conferred on cooperation to promote better advertising on the air.

R. B. Mead

RICHARD BRANT MEAD, an executive in the James M. Cox radio and newspaper organizations for almost 40 years, died June 15. Mr. Mead at the time of his death was secretary and treasurer of the Miami Valley Broadcasting Co. (WHIO Dayton), the Evening News Co. of Dayton and the Springfield Newspapers Inc.

Network Programs Show Large Gains

INTRODUCING the term "Circulation Hooperatings" to apply to its 89-city annual midwinter audience surveys, C. E. Hooper Inc. 1945 report shows large gains over the previous year in the number of network programs and number of networks of 100 or more stations. General tendency toward use of larger number of stations per network was also recorded.

Ratings obtained from the 89-city surveys showed marked similarity with the regular 32-city index. In presenting the 1945 findings to client meetings in New York and Chicago recently, C. E. Hooper, president of the company, cited figures showing that in 90% of the programs the difference in the two ratings was 1% or less. He concluded that the 32-city reports "furnished an excellent year-round index to listening in the population composed of all U. S. cities of 25,000 and over".

The 89-city report is based on listening in cities of 25,000 population or more. Hooper plans to expand the survey next year to include cities from 2,500 or more and eventually to cover rural audiences.

Canadian Ratings

Meanwhile, Elliott-Haynes Ltd., Toronto, released Canadian popularity ratings for evening and daytime programs. June report, showing sets in use down as much as 5.5 points, listed *Fibber McGee and Molly* as the most popular program with a rating of 27.9, followed by *Radio Theater* with 27.4, and the Frances Langford show in third place with 22 rating. The remainder of the leading 15 Canadian programs in order are *Bob Hope*, *Album of Familiar Music*, *Treasure Trail* (Canadian origination), *Bing Crosby Music Hall*, *Aldrich Family*, *Green Hornet* (Canadian origination), *Waltz Time*, *Thin Man*, *John and Judy* (Canadian origination), *Big Town*, *Alan Young* show, and *Star Theater*.

American Co-Ops

REPORTS on sponsors of American's co-operative programs announced by Stanley C. Florsheim, director, are: *Headline Edition*, 29 sponsors, 26 stations; Martin Agronsky, 95 sponsors, 83 stations; *Baukage Talking*, 133 sponsors, 120 stations; *Correspondents Around the World*, 41 sponsors, 35 stations; *Kiernans News Corner*, 13 sponsors, 12 stations; Constance Bennett, 8 sponsors, 8 stations; *Dick Tracy*, 67 sponsors, 62 stations; *The Private Lives of Ethel and Albert*, 29 sponsors, 28 stations; Raymond Swing, 129 sponsors, 111 stations; *Charlie Chan* (started June 18), 1 sponsor, 1 station.

FCC to Process

(*Continued from Page 18*)

ters will be permitted has not yet been determined as it is highly unlikely the procedure will be applied before Oct. 1.

Revocation of Order L-265 to permit production of transmitters and receivers will take place three months before military orders fall below $160,000,000 (December projection is now set at $190,000,000). The most optimistic reports put the date at Oct. 1 but this is doubted. Adoption of this step would be accompanied by retention of controls to assure priority for military equipment.

In view of these developments, the availability of transmitters, which take three to nine months to produce, seems hardly likely before 1946. The prospects for receivers will depend on the manner of applying spot authorization which will likely be discussed when the WPB Radio Industry Advisory Committee meets Wednesday, June 27 to consider the whole problem of reconversion and military cutbacks.

Meanwhile, the Radio & Radar Division approved applications for six new studios under a recent amendment to Construction Order L-41 which permits facilities for needed civilian services where "the service is an essential requirement of the community or will contribute substantially to the national economy".

The applications, heretofore denied because of previous restrictions, are: New Hampshire Broadcasting Co. (WFEA), Manchester; Broadcasting Corp. of America (KPRO), Riverside, Cal.; Marshall Field (WSAI), Cincinnati; WROX Clarksdale, Miss.; KPMC Bakersfield, Cal.; WGN Inc., Chicago.

Studio facilities for Midwestern Broadcasting Co., Cadillac, Mich., which received WPB authorization last month to build a new station, were also approved. Applicant had planned to start operations in makeshift quarters.

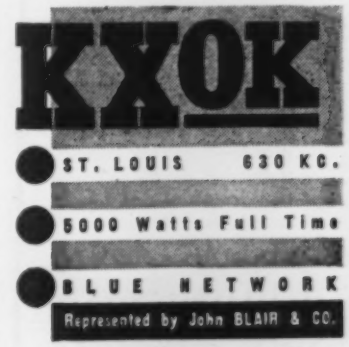
The Radio Tube Industry Advisory Committee, at a meeting Thursday with WPB, approved a proposal to channel upwards of 4,000,000 tubes a month into the replacement market, rather than into new set manufacture, when this volume is reached as a result of cutbacks and expanded facilities in the next few months.

Louis J. Chatten, director of the Division, told the Committee that shortage of tubes was not the only bar to resumption of civilian receiver production. Resistors and capacitors are also in short supply, he said, and there is difficulty in obtaining components.

The Committee was informed by Army representatives that cutbacks in the next three months might be somewhat greater than now indicated, reflecting a check on supplies in Army depots. However, they warned that demands may be increased later in the year.

In Southern New England People are in the Habit of Listening to WTIC

WTIC
50,000
WATTS
DIRECT ROUTE TO
AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
• Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

FOR DIRECT CUT COPIES ACCURATELY DUPLICATED

TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

REPRESENTED BY RAMBEAU
doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

REPRESENTED BY RAMBEAU
means friendly, cooperative stations interested in making your advertising dollars pay dividends.

REPRESENTED BY RAMBEAU
means
"Radio's First Special Representatives"

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas is TOPEKA

Raymond C. Cosgrove, 48, vice president-general manager Crosley Corp., manufacturing division; president, RMA; adviser to OPA and WLB; home, Cincinnati.

Crosley Sale

(*Continued from page 15*)

Wise, Avco executive vice-president and an officer of its subsidiary companies, becomes Crosley executive vice-president and director. R. S. Pruitt, vice-president, secretary and general counsel of Avco, will be a director and secretary. He figured prominently in the negotiation of the transaction and had conferred with FCC members the preceding week. Other directors will include W. A. Mogensen, vice-president and treasurer of Avco, who becomes Crosley treasurer, and C. Coburn Darling, Avco director.

Applications for transfer were rushed through following the closing last week by Mr. Pruitt and his staff; Fred Ball, of the Washington law firm of Pierson & Ball, who personally represents Mr. Crosley, and Duke M. Patrick, of the law firm of Hogan & Hartson, Washington, Crosley-WLW counsel. The WINS transfer application, already designated for hearing by the Commission, is being handled by the Washington law firm of Dempsey & Koplovitz.

It was learned authoritatively that when the negotiations originally were launched, plan was to exclude the broadcast operations of Crosley, since the primary interest of Avco was in the home appliance field and in postwar reconversion of its multifarious aviation and manufacturing operations. Because of the corporate structure of Crosley, which operates its broadcast stations as an integral division of the company, it finally developed that the radio properties should be included. This necessitated FCC approval of the entire transaction, because of the inability to separate the actual licensed broadcast operations from the manufacturing, merchandising and developmental phases of the Ohio corporation.

With all save control of the Crosley Corp. remaining intact, there was implicit in the sale the commitment to prosecute all pending applications and commitments of Crosley for improved broadcast operation. This includes the application of WLW for 500,000 w power, as well as pending television and FM applications in Cincinnati and Washington, and the WINS contracted purchase. The sales contract specifies that Avco did not purchase Crosley control for resale and that there is no present intention of making a public offering of the stock. It also was agreed that notwithstanding the sale of Crosley control, the Crosley Corp. "will have and retain complete control over all necessary physical property owned and used by its broadcasting division and unlimited supervision over the programs to be broadcast."

Crosley Stockholder

Powel Crosley owns 5,000 shares in Avco Corp., according to the FCC application. No single stockholder in Aviation Corp., however, owns more than 3%. Mr. Babcock joined Avco as president last February and serves as an officer of several of its subsidiaries. A top executive in the automotive field, he had been president of Yellow Truck & Coach Mfg. Co., vice-president of General Motors Corp., and chairman of Hertz Driv-Ur-Self Co. He contracted with Avco for three years at a salary of $125,000 and also became an important stockholder in the company.

Mr. Emanuel drew compensation of approximately $100,000 from Avco and its subsidiaries, while Mr. Wise drew $77,400. Mr. Pruitt, as general counsel and officer, drew about $50,000.

The Avco announcement last week said that a bank credit with 10 banks participating has been arranged by Avco to finance the Crosley purchase. The bank agreement, covering an aggregate loan of $25,000,000 at 2½%, was to become effective on or before Oct. 1, 1945. Chase National of New York would lend $7,000,000; Bankers Trust, $6,000,000; Central Hanover, Manufacturers Trust and New York Trust, $2,750,000 each; Commercial National, Fifth Third Union Trust and National Bank of Detroit, $1,000,000 each; Continental Bank & Trust, $500,000, and Schroder Trust, $250,000, for the $25,000,000 aggregate.

Avco, in its announcement, said the Crosley acquisition would give it a place of major importance in the postwar production and distribution of household appliances. Avco, through certain of its subsidiaries, has been interested in all phases of the home appliance field and more particularly in home refrigeration. Mr. Wise, executive vice-president, has been devoting much attention, it was reliably learned, to the production of a new type home refrigerator and has been spending considerable time in Detroit on it.

The Crosley lines, covering home radios, refrigerators, home air conditioning units and other appliances, will be supplemented by the Avco line, which includes a wide range of home equipment such as kitchen sinks and cabinets, gas and electric ranges and home heating units. Crosley, as a wartime contractor, has produced vast quantities of radar and electronics equipment. Moreover, Crosley has a widespread dealer and distribution organization which will become available also for Avco. Avco and its associated companies are among the nation's largest producers of war equipment, ranging from battleships and heavy bombers to jeeps.

For the present, Mr. Emanuel

Four-Month Crosley Broadcast Income $1,358,851, FCC Application Reveals

INCOME statement of Crosley Corp. filed last week at the FCC in connection with proposed purchase of the properties (except automotive) by Aviation Corp., shows broadcast income for the first four months of 1945 of $1,358,851. Manufacturing income for the period was $35,958,205, a total of $37,317,056.

Deductions from income in the consolidated statement are: Interest $126,907; rents $52,186; taxes $34,-192. Other deductions include cost of goods sold $30,711,652; provision for contingencies $335,000; operating expenses $1,922,207; obsolete materials $72,702. Net consolidated income for the period before Federal income tax was $4,-062,210. After payment of $3,142,-602 tax, net consolidated five-month income was $919,608.

Inventory of broadcasting property lists the 50 kw Western Electric transmitter, bought in 1928, at a depreciated figure of $13,064 after an original cost of $610,488. The 500 kw RCA transmitter bought in 1932-33 is not given any evaluation.

Studio equipment, original cost $45,635, is valued after depreciation at $6,052. Main Blaw-Knox tower cost $46,243 in 1932, is valued at $2,311. Land is valued at $71,-157, no depreciation. Buildings are depreciated from $614,012 to $534,-798. Nontechnical personal property such as fixtures is depreciated from $63,598 to $33,035.

No value is placed on other radiating systems, experiments, etc. Of its international broadcasting stations, only one transmitter is owned by Crosley (WLWO).

In the transfer of control, according to the FCC application, 305,100 shares are proposed to be transferred of the 545,800 outstanding.

said, both companies will continue production for military requirements, but as Government controls are lifted they will move gradually into peacetime manufacturing. In entering the field of broadcasting, Avco does not contemplate any change "in the successful and public spirited policies of WLW", the announcement said.

The contract, bearing date of June 18, submitted by Powel Crosley Jr. and accepted by Messrs. Babcock and Pruitt on behalf of Avco, specified that a closing date should be fixed by mutual agreement not later than five days after FCC had approved the station transfers. If written consent is not procured from FCC on or before the July 16 date, the contract provides that the offer "shall thereupon immediately terminate".

Name Retained

Mr. Crosley, under the contract, agrees not to engage for five years in the manufacture or sale of radios or other appliances now produced by Crosley, with certain exceptions. Mr. Crosley obtains the assignable right to use the name "Crosley" as a trade name for automobiles, automobile accessories, internal combustion engines of all types, farm lighting plants, tractors, motor boats, boats and products not competitive with radios, broadcasting and household appliances. He also procures the assignable right to manufacture radios, exclusively for installation in Crosley automobiles, provided the Crosley Corp. is unwilling to supply such radios at a competitive price. He likewise retains the right to use the Crosley name in connection with a partnership with his son, known as "Crosley Marine," now engaged in the manufacture of plastics, plastic resins, plastic products, boats, etc.

Mr. Crosley agreed during the five-year period not to become a substantial stockholder in the Crosley Corp., nor to solicit proxies. He agreed to deliver the resignation of six members of the present Crosley board.

Mr. Crosley, in a statement issued Tuesday confirming the sale, said:

"My decision to sell was based on personal considerations, one of which is my desire to concentrate on the manufacture of the Crosley automobile. We are planning a new light car much improved in design and manufacture over the prewar model."

He reiterated that a new company would be organized, probably to be known as Crosley Motors Co., to produce and sell the car. He added, "The Avco group is dynamic and ably managed and is certain to be a major factor in the postwar market for household appliances. Crosley employes and its distributors and dealers will benefit".

AP

KRLD, Dallas, Texas

". . . You have perfected AP to an all-time high in radio news services."

Clyde Rembert
Managing Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

ACTIONS OF THE FCC

JUNE 16 TO JUNE 22 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

JUNE 19

1290 kc KOIL Omaha—Granted vol. transfer control from Charles T. Stuart and James Stuart to Stuart Investment Co.

1240 kc KFOR Lincoln, Neb.—Same.

1150 kc KSWO Lawton, Okla.—Granted vol. assgn. license from Byrne Ross and R. H. Drewry d/b KSWO Broadcasting Co. to R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert F. Scott d/b Oklahoma Quality Broadcasting Co.

1150 kc KSWO Lawton, Okla.—Granted license renewal for period ending 5-1-47.

1340 kc KSUB Cedar City, Utah—Granted license renewal for period ending 2-1-47 (Comr. Durr voting for further inquiry).

1080 kc KWJJ Portland, Ore.—Granted license renewal for period ending 5-1-48.

NEW-1240 kc Teche Broadcasting Co., New Iberia Broadcasting Co., New Iberia, La.—Designated for consolidated hearing applications for CP new standard station 250 w unlimited.

NEW-1340 kc Palm Springs Broadcasting Co., Palm Springs, Cal.—Adopted memorandum opinion and order granting application for new standard station 250 w unlimited; conditions.

NEW-1230 kc Corinth Broadcasting Co., Corinth, Miss.—Adopted memorandum opinion and order granting petition for reconsideration and grant of application for new standard station 250 w unlimited; conditions.

ADMINISTRATIVE BOARD ACTIONS

JUNE 18

KLZ Denver—Granted license to cover CP for W9XLA change frequency and class station to developmental broadcast; conditions.

Pacific Radio Advertising Service, Portland, Ore.—Placed in pending file application for CP new FM station.

Miami Valley Broadcasting Corp., Dayton, O.—Same.

Midwest FM Network Inc., Fort Wayne, Ind., Grand Rapids, Mich., Peoria, Ill.—Same.

WMFR High Point, N. C.—Retained in pending file application for CP new FM station.

ACTIONS ON MOTIONS

JUNE 20

WSAU Wausau, Wis.—Granted petition for leave to intervene in hearing on WREN application for CP move trans. and studio, increase power.

KJR Seattle—Granted motion for continuance of hearing on application for vol. assgn. license now set 6-25-45; continued to 7-25-45.

Tentative Calendar . . .

JUNE 27

WINS New York—Vol. assgn. license by Hearst Radio Inc. to Crosley Corp.

JULY 25

KJR Seattle—Vol. assgn. license from Fisher's Blend Station Inc. to Birt F. Fisher.

Applications . . .

JUNE 18

NEW-192-198 mc Filene's Television Inc., Boston—CP new commercial TV station amended to request Channel 9 of proposed reallocation.

NEW-1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—Mod. CP new standard station (WATT) for change trans. site.

NEW-192-198 mc Cincinnati Broadcasting Co., Cincinnati—CP new commercial TV station, amended to request Channel 9 of proposed reallocation.

NEW-186-192 mc Central Ohio Broadcasting Co., Columbus, O.—CP new commercial TV station amended to request 186-192 mc under proposed reallocation.

NEW-890 kc Henderson Radio Corp., Henderson, N. C.—License to cover CP as mod. for new standard station (WHNC).

NEW-43.9 mc Board of Supervisors of Louisiana State U., Baton Rouge, La.—CP new noncommercial educational station, 3 kw, FM emission.

Columbia Broadcasting System, Delano, Cal.—License to cover CP new international station (KCBR).

JUNE 20

NEW-1240 kc Robert Lex Easley, Laurens, S. C.—CP new standard station, 250 w unlimited.

AMERICAN CABLE & RADIO Corp. last week announced opening of direct radio telegraph service to the Paris office of the French Government Dept. of Posts, Telegraphs & Telephones. Circuit will be operated by Mackay Radio & Telegraph Co.

Publicists Guild Holds N. Y. Meet

Immediate Organizing Plans Not Discussed at Lunch

PUBLICISTS of the four networks and WOR, Mutual New York outlet, met with several members of the Screen Publicists Guild (CIO) for a question-and-answer luncheon session in SPG headquarters in New York last Thursday.

About 15 to 20 persons attended at the invitation of the Screen Guild. There was no discussion of immediate organizing plans, it was reported. Instead the broadcasting publicity writers simply asked questions about unionization, the how, why and possible results of organization.

Organizing activity by the United Office & Professional Workers of America, Local 1 (CIO) was continuing last week at a greatly reduced pace due to the illness of Norma Aaronson, UOPWA organizer. CBS salary committee members were still working on their wage survey and American committee spokesmen said a general meeting of the network's "interested" employes was to be held soon.

At WABD-DuMont, where the technicians recently got a charter from the IATSE, preliminary meeting was held with management to discuss problems ahead.

JACKSONVILLE, FLORIDA, FRIDAY, JUNE 1, 1945

Jax Holds Lead In Population

Is Well Out in Front Of Miami and Tampa

With an unofficial count of 204,800 persons, Jacksonville appeared well out in front of all other Florida cities in population today.

Here are the unofficial figures, with the official enumerations for 1940 and the percentage of gain:

City:	1945	1940	Pct.
Jacksonville	204,800	173,065	18
Miami	190,000	172,171	10
Tampa	124,586	108,391	15
St. Petersburg	85,000	60,812	42

The figures on St. Peters... an estimate. T... clim...

New Record Set By Month of May In Jacksonville

Building Permits, Bank Clearings, Etc., Soar to New Levels

...ay went down in the record ...s today as a month for Jack... ...ille to brag about.

...y building permits, for exam... totaled $440,382—the highest ... of any month so far this year. ...nk clearings came to $251,... 9.34. That was the second ... amount cleared by local

...and WJHP's leadership in Florida's greatest year-'round market—makes it MUTUAL!

WJHP
JACKSONVILLE - FLORIDA
1320 On Your Dial

A JOHN H. PERRY ASSOCIATE

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

5000 watt CBS station in thriving southern market has opening for commercial man with selling experience. A good paying proposition for man who can sell. Write Box 768, BROADCASTING.

Engineer—First class license, wanted by southern station. Steady position, good opportunity for advancement for right man, good salary. Student of FM preferred. Box 771, BROADCASTING.

WGCM, Gulfport, Mississippi, has opening for announcer. Permanent. Box 772, BROADCASTING.

Production manager, capable of handling continuity scripts and commercials. Wonderful opportunities five thousand watt Rocky Mountain station. Veteran preferred, but not essential. Box 773, BROADCASTING.

Woman traffic director, announcer. Give full particulars, references, WLAC, Nashville 3, Tenn.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

There's an opening at KTSM, NBC affiliate in El Paso, Texas, for an industrious, reliable announcer. We're the dominant station in our community (see our Hooper) and we're choosey about who works for us, but there's a real opportunity at KTSM for the right man. So, if you'd like to live in the colorful healthful southwest, work with congenial people, for a 15 year old station with big postwar plans, send complete information about yourself at once!

Wanted—Woman director for established household program northeaster, 50 kw station. State age, experience, background, reference. Apply Box 803, BROADCASTING.

Wanted—First class engineer. For basic 'American Broadcasting Company' station now planning big expansion. Wonderful opportunity for right man. Give full particulars, experience and salary expected. WTOL, Toledo.

WSYB, Rutland, Vermont, wants man with first class license. Good pay, 48 hour week. Permanent. Send full information and picture. Must be over thirty or released serviceman.

Help wanted—Combination operator-announcer with any class license capable of doing good newscasting for this newspaper owned radio station. 50 hour week, salary according to license. RCA station less than 4 years old, no defense area, region slated for great postwar developments. Give details of self and present salary KRJF, Miles City, Montana.

Need experienced, permanent staff announcer from midwest to join seven-man staff KSOO-KELO. Pays $175-$200. Rush along a voice transcription and letter to KSOO-KELO, Sioux Falls, S. D.

5 kw western network station needs combination operator-announcer. Box 802, BROADCASTING.

Situations Wanted

Announcer at liberty, 1 year experience, draft exempt, prefer middle Atlantic eastern station. Box 758, BROADCASTING.

Program manager-director-writer-producer. Fifteen years experience 50 kw station and network. Thoroughly familiar with all phases of programming production including good working knowledge of television. Well equipped to handle personnel problems and responsibilities. Excellent public relations record. Conscientious worker with initiative and originality. Age 40, married. Personal interview, depending upon distance, can be arranged. Available July 16th. Box 762, BROADCASTING.

Discharged serviceman—First class license, now employed, middlewest preferred. Box 764, BROADCASTING.

Experienced announcer-newscaster for permanent staff position 5 to 50 kw. station. Good professional and personal references. Box 775, BROADCASTING.

Available June 29—Experienced control-room operator. KBEW, network feed experience, some recording and remote experience, 4F. Box 783, BROADCASTING.

Announcer with years of experience seeks permanent berth as program director-announcer, chief announcer. Could make modest investment. Have family, please state living conditions. Box 784, BROADCASTING.

Writer who can compose music desires position. Experience limited but has thorough training and good sound ideas for radio. Draft exempt. Box 786, BROADCASTING.

Engineer in broadcast since 1935. Army discharge. Prefer west, southwest of Rocky Mountain. State salary. Box 787, BROADCASTING.

Manager, assistant manager. Four years experience all phases of radio. Also, consider program director or commercial manager. Prefer west. Box 788, BROADCASTING.

Who'll pay for real knowledge? Ten years announcing, writing, sales. Network and local experience. Top workmanship for good pay, permanence. Northeast preferred. Box 789, BROADCASTING.

Announcer—Experience limited to College Workshop. Conscientious, reliable, hard-working. Wishes chance to prove ability. 4F. Box 790, BROADCASTING.

Young man, progressive, now chief engineer 250 watter desires more secure feeling for the future in a larger, wide awake station. Sober, reliable, wants to settle down. Will go where there is opportunity. Can MC morning shows, some announcing if desired. Box 791, BROADCASTING.

Announcer—Free, 1½ years experience. Ex-serviceman. Desires news and sports. Will do staff work. Box 794, BROADCASTING.

Top announcer—Now employed by major network in New York City wants good western connection where he can enjoy life. Progressive interest, good salary, talent fees essential. Box 795, BROADCASTING.

Operator—First class, desires permanent position. 4F. Box 797, BROADCASTING.

SALESMEN

. . . For network outlet station wanted. Men with a real understanding of radio sales needed for two important Pacific coast markets. Must have good sales record. Send record of experience. References and photo with first letter.

ASSOCIATED BROADCASTERS
MARK HOPKINS HOTEL
SAN FRANCISCO, CALIF.

Situations Wanted (Cont'd)

Young woman, college graduate radio and journalism, mike experience, desires continuity or advertising job with radio station. Box 111, Stockton, Kansas.

Radio student, young man, education includes: advertising, promotion, script writing and production. Have several ideas for record and live shows. Also, have some technical training and experience. For further information write S. Weisz, 3417 E. 147 St., Cleveland, Ohio.

Fashion show writer, director and commentator and talented artist, creator of smart backgrounds and sets interested in making connection as team in fashion television work. Both with proven ability in creating original themes, managing and directing personnel. No television experience, however. Free to travel. Box 796, BROADCASTING.

Now with Red Cross. Would like to re-enter radio. Former staff announcer, CBS & NBC affiliated stations. Veteran, available immediately. Consider any locality. For details write, phone or wire Sherman H. Harp, Supply Service, Red Cross, Washington, D. C.

News manager—Available July 1. Network and local station experience for 15 years. Excellent writer, director and newscaster who can really do a job. Write or wire to 5980 Yucca Street, Hollywood, Calif.

Chief announcer—Aged 33, married, college trained, 3 years experience at one network station desires position in same capacity with newscasting opportunity. Experienced in writing, music library, news editing and casting. Position must show future. Let's dicker. Box 799, BROADCASTING.

Control operator—5 years control, remotes, recordings, maintenance and transmitter. First class telephone license. War II veteran. Box 798, BROADCOSTING.

Capable script and continuity writer. Dramatic scripts and commercial copy. Three years sound experience including network scripts. Creative, industrious, college graduate, 4F. Larger cities and stations preferred. Box 752, BROADCASTING.

Wanted to Buy

Wanted—Two Gates CB-7 turntable chassis or equal. Cash. Box 756, BROADCASTING.

250 watt transmitter and studio equipment, complete or in part. Wire or phone Box 793, BROADCASTING.

Vertical pickup arm and equalizer. WSAV, Savannah, Georgia.

For Sale

For sale—Brand new "Commando" A6 Recordgraph available below cost. Contact Engineering Department, Station WMCA, 1657 Broadway, New York 19.

For sale—Crocker-Wheeler motor assembly with 16" machined turntable with condenser banks. A heavy duty motor for playing 33 1/3 or 78. An astatic pickup on the smaller motor. Sell only as a unit. First $200 gets both. Write Norman Petty, Box 926, Clovis, New Mexico.

215 Foot Truscon self-supporting tower, complete with insulators and lighting equipment. $1750. Dismantled, stored in Boston, Mass. J. B. Fuqua, Radio station WGAC, Augusta, Georgia.

For sale—Twelve Utah wall speakers: one General Radio Deviation Meter, type 581B, sixteen used 203A tubes, two RCA pickups with arms, type AZ-4211-2. Box 800, BROADCASTING.

For sale—Three 220B Western Electric Tubes never used, regular price $290.00 each. Make me an offer. Box 801, BROADCASTING.

● New, proposed radio station in New England wants a manager, an engineer and program director. Excellent opportunity for men with ideas and ability who want to better themselves in both position and income. Write for interview, stating age, experience (name stations), salary desired. Your application will be in strict confidence.

BOX 785, BROADCASTING

NETWORK SALESMAN WANTED

Real opportunity for a man who has strong sales record in network selling. Success in sales and ability to manage operations will lead to important executive post. Send full particulars about age, experience, references and photo in first letter.

UNIVERSAL BROADCASTING CO.
Mark Hopkins Hotel
San Francisco, Cal.

ARE YOU LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

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RADIO PERSONNEL
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The SCHOOL of RADIO TECHNIQUE

NEW YORK ● CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

STUDIO CONTROL ENGINEER

There is an opening on the West Coast for an experienced studio control engineer. Permanent position with a major company. Answer must supply age, experience in detail, salary now received, draft status, and statement of health.

Box 792, Broadcasting

Video Compared

COMPARING direct-viewing television with projection systems, Allen B. DuMont, president, Allen B. DuMont Labs., told the Institute of Radio Engineers, meeting June 15 in New York, that the direct-viewing tube's principal advantages are high-light brilliance, better contrast range, wide-angle viewing, lower accelerating voltage, longer life, better resolution, less alignment difficulty and simplicity of the focusing system. Chief disadvantages, he said, are the slight curvature of the screen and the need for a special mounting arrangement to reduce the depth of the receiver in larger tube sizes. If pictures larger than 13½ by 18 inches, as produced by a 20-inch tube, are desired, he said, then a projection system is imperative.

WANTED AT ONCE

Assistant manager-accountant, man or woman capable assuming full charge of office personnel, auditing, etc. Positions like this don't open often. Real opportunity for right person looking for permanency and security with job that carries prestige and authority. Must be thoroughly experienced in all phases of business, and of broadcasting. Good salary to right person. Write or wire all details about yourself and experience including salary expected to

Jack Gross
KFMB
San Diego, California

ENGINEERS

Prominent midwestern manufacturer of radio transmitting equipment is looking for two graduate engineers for development work in AM and FM transmitters. Starting salary good and future for advancement excellent.

BOX 763, BROADCASTING

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

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YOU HAVE
"A DATE WITH MUSIC"
the sparkling new transcribed ½ hour musical series
STARRING
PHIL BRITO
the voice with the 21 jewel movement
For cash and audition records write or wire
CHARLES MICHELSON
67 W. 44th St., N.Y.18. MU 2-3376-5168

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
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PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

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H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
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• Cross Roads of the World, Hollywood, Calif.

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Exact Measurements - at any time
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WASHINGTON, D. C.
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Decatur 1234

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CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

J. D. Woodward & Associates
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland
Water & Frederick Sts. - Saratoga 8535

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Tel. Bridgeport 7-2465
Gate W. Ray
Consulting Radio Engineer
Hilltop Drive *Stratford, Conn.*

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5888

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4100

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

At Deadline...

MINORITY CONSIDERATION

RESPONSIBILITY of the broadcaster to consider minority interests as well as those of the major part of his audience, "to weigh the interests of the one against the interests of the other" and to "allot time to his various programs in some reasonable proportion to the relative popular demand" was emphasized by Robert D. Swezey, vice-president and general manager of Mutual, in an address prepared for delivery Saturday before the radio panel of a conference in New York of the Independent Citizens' Committee of the Arts, Sciences and Professions.

Gilbert Seldes, CBS director of television, told conference that if television is to fulfill its possibilities both as entertainment and as a powerful social force it must offer good programs and must be easy to see. Also heard by conference were FCC Commissioner Clifford J. Durr, George Heller of AFRA, Peter Lyon of the Radio Writers' Guild and Anton M. Leader of the the Radio Director Guild.

MASSEY-HARRIS SPOTS

MASSEY-HARRIS Co., Racine (harvest machinery), is sponsoring 7 to 18 spots weekly during June and July on KFBK KMJ WKY KCRC KGNC KOAM KSAL KWBW KOA KMBC KMA KFH WIBW KGNO KFAB KMMJ KFXM KTKC KWFT. Starting and expiration dates vary. For July and August additional stations will be used in North Dakota, South Dakota, Minnesota, Texas, Oregon, Washington and Idaho. Agency is Cramer Krasselt Co., Milwaukee.

AAAA-GUILD MEETING

RADIO committee of American Assn. of Advertising Agencies met with Radio Writers Guild last week for preliminary discussion aimed at negotiation of a contract between agency radio writers and management. AAAA committee, says it lacks authority to negotiate binding agreement but will "recanvass the situation". Another meeting of the Guild and the AAAA committee will be held after committee position is established.

CBS UPS VACATION PAY

CIO-CBS salary committee last week issued a circular stating that vacation time with pay has been extended for listening post employes, which will mean at least one week extra for each. Circular stressed need for permanent organization at CBS.

PROTESTS NAME USE

PROTESTING the use of his name in a stock prospectus and SEC registration under which 225,000 shares of the company's stock were marketed this spring, E. H. Scott, founder of E. H. Scott Radio Labs., has filed a disclaimer of any legal responsibility with the SEC. Mr. Scott charged the prospectus implied he would spend a large part of his time with the company whereas this was not the case. H. S. Darr, chairman of the board, denied misrepresentations and said that since Mr. Scott sold his company "lock, stock and barrel" he had no reason to expect to direct its policies.

WSAI STRIKE CONTINUES

WAR Labor Board said Friday its regional office in Cleveland is still endeavoring to end strike of musicians at WSAI Cincinnati, now in its fourth week.

HOOPER PRAISES MEASUREMENT

"RADIO'S advertisement measurements are without a peer in accuracy as compared with other media," C. E. Hooper, president, C. E. Hooper Inc., told Kansas City Advertising & Sales Executives Club last week. Newspaper and magazine advertising readership is checked, he said, by thumbing through the publication to see what the subscriber remembers. In radio there is no need to rely on memory, Mr. Hooper declared. "We count the audience while it exists, while it is listening when it couldn't confuse one ad with another or one station with another."

Closed Circuit

(*Continued from page 4*)

culture to help reorganize it, as requested by new Secretary Anderson, it will be a homecoming for a prodigal son. Milt, now president of Kansas State College (KSAC), Manhattan, is a radio oldtimer, having organized DOA Radio Extension Service back in 1926 as assistant to Secretary Jardine. His associates then included Sam Pickard, ex-Radio Commissioner, ex-CBS vice-president and station owner; F. M. (Scoop) Russell, NBC Washington vice-president, also a Jardine assistant; Capt. Harry C. Butcher, USNR, Gen. Ike's Naval Aide, who contacted DOA for National Fertilizer Assn., and latterly FCC Chairman Paul A. Porter, who came to Washington in early 30's to join information section of DOA under Milt.

WITHIN NEXT few weeks WIBC Indianapolis will have new manager. Alex Campbell Jr., who became manager when *Indianapolis News* took over ownership a year ago, is leaving the station post. He has not announced plans but expects to stay in station management. His successor not yet named.

APROPOS THE Ickes replacement talk, there crops up the name of J. A. (Cap) Krug, chairman of WPB, as his likely successor. Cap knows his communications, too, having been public utilities expert on the FCC staff in 1937-38 during celebrated telephone investigation.

PRESIDENTIAL PERAMBULATIONS, plus a temporary indisposition, frustrated planned visit of Sen. Wheeler to White House last Monday to discuss recent Senate subcommittee trip to Europe to inspect communications. Legislator is undergoing treatment at Washington's Naval Hospital for mild case of dysentery, having become ill shortly after his return June 15. Truman-Wheeler huddle can take place within hours after the President returns from his West Coast-Independence, Mo. flying trip.

MRS. FDR TOO BUSY

GEORGE BYE, agent for Mrs. Eleanor Roosevelt, told BROADCASTING Friday the President's widow has no immediate plans for returning to the air. She will be busy with personal affairs at least until the end of the summer, he said. He reported a number of queries from prospective sponsors, but said Mrs. Roosevelt has declined even to discuss them at this time.

People

J. LEONARD REINSCH, managing director of the Cox radio stations and radio adviser to President Truman, lunched with the Chief Executive at the White House last Monday. He accompanied the President on his trip to West Coast last week and was with him at the San Francisco security conference.

HUGH FELTIS, president, Broadcasting Measurement Bureau, and Linnea Nelson, head of J. Walter Thompson Co. timebuying department and chairman of the BMB advertising relations committee, will attend joint meeting of boards of Canadian Assn. of Broadcasters and Bureau of Broadcast Measurement June 26 in Toronto.

KNOX IDE, president, American Home Products Corp., one of top users of radio advertising, will address the Sales Executives Club of New York June 26 on "We Return You Now to America".

FAIR TAYLOR, publicity-promotion director of Don Lee Broadcasting System, Hollywood, resigns July 1. Harriet Crouse, former assistant, takes the job.

EDWARD R. RICHER, former advertising director of Hart, Schaffner & Marx, Chicago, joins Grey Adv., New York July 1 as account executive.

JIM KENNAN, salesman of Joseph McGillvra Inc., Chicago, has resigned effective June 30.

CHIEF RADIOMAN John S. Latouche has been retired from active duty after five years service with the Navy and has returned to NBC as national supervisor of communications. L. A. Zangaro, who has held this position, named New York supervisor of communications.

FCC MAY

(*Continued from page 4*)

A. Porter's request, a full Commission heard two of its engineers—Ralph Renton and Edward W. Allen Jr.—describe propagation tests.

Reviving old fued with the industry, K. A. Norton, former FCC propagation expert now with Army, favored third alternative as better serving rural and suburban areas. C. M. Jansky Jr., chairman, Panel 5, Radio Technical Planning Board, challenged as inaccurate Norton's curves submitted at allocation hearings last fall [BROADCASTING, Nov. 6, 1944]. Harry M. Plotkin, FCC assistant general counsel, objected, supported by Commissioner Charles R. Denny Jr., but Commissioner Case let Mr. Jansky read into record statement by six industry engineers disagreeing with Norton conclusions. He also read into record letter from Dr. J. H. Dellinger, Bureau of Standards chief of radio, saying, "We are unable to conclude at this time that propagation would be substantially freer from interference at 100 than at 50 mc."

Dr. C. B. Jolliffe, RCA vice-president in charge of RCA Labs. and chairman of RTPB Panel 2, offered a Panel 2 resolution urging early assignment of first alternative. He personally favors 50-68 mc for FM, he added.

Dr. Daniel E. Noble, chief engineer of Galvin Mfg. Corp., Chicago, Panel 13 chairman, opposed first alternative as inadequate for non-Government fixed and mobile services and personally favored 84-102 for FM.

Salute to WHA, University of Wisconsin

FOR PIONEERING RADIO IN EDUCATION

Seated is Professor Earle M. Terry, whose untiring, determined work as a scientist, with social vision, was primarily responsible for the establishment of WHA. Standing is Professor W. H. Lighty, first program director. On the stand is a signal box for operator to flash signs to the speaker, and the wall map indicates points from which reception reports had been received at time this early photograph was taken.

"The year 1917 marked the beginning of telephonic transmission from the University of Wisconsin. What was termed the first *clear* and scheduled telephonic broadcast from the University came in February, 1919, when the station transmitted voice signals which were heard by the Great Lakes Naval Training Station.

"This was followed by others, and by the time the ban on sending equipment (necessitated by the first World War) was lifted, giving other operators a chance to assemble their equipment again, the University Station 9XM was sending telephonic broadcasts regularly and successfully. The station, later WHA, has been maintained continuously ever since and is apparently the oldest broadcasting station in existence."*

Commercial broadcasters, too, in all parts of the land have assumed their responsibilities of meeting the educational needs of their communities. In Kansas City this year the first KMBC Radio Institute for Teachers is being held in cooperation with the public schools and the University of Kansas.

Educators from throughout the Heart of America will congregate in Kansas City for three weeks of comprehensive training by national authorities in education by radio. These educators will learn how to make more effective use of radio for class work, to have a better understanding of radio's role in the American way of life, and to become better qualified to evaluate programs in terms of educational needs of students.

Great can be the effect of broadcasting upon the cultural understandings of peoples. Through knowledge the world moves ever nearer to a prosperous and lasting peace.

**From "The Wisconsin Bluebook" of 1937 as written by Harold B. McCarty, director, WHA.*

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—*an extra service at no extra cost*
SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS

Identified WITH THE *Best in Radio*

FIRST AWARD for a children's program for listening out of school by the 16th Institute for Education by Radio at Ohio State University.

AWARD OF MERIT from the City College of New York for "the most effective institutional commercial program developed by a station" during 1944.

ONE OF 17 FINALISTS in the judging for the George Foster Peabody Awards, reviewing station accomplishments during 1944.

FIRST AWARD for the Radio Script of the Year by the Denver Advertising Club, one of the annual awards for outstanding merit in advertising production given by the club.

PLAQUE AWARD for Outstanding Program Origination during 1944 in Variety's 12th annual Showmanagement Survey.

KLZ

Columbia Network

5000 WATTS ON 560 KC **DENVER**

Affiliated in Management with the Oklahoma Publishing Co. and Station WKY, Oklahoma City

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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